PLAYMETER
VOLUME 22, No. 12
FOR THE COIN-OP ENTERTAINMENT/FEC INDUSTRY
NOVEMBER 1996
Trade Show TRIO:
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• FUN EXPO
• IAAPA
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News BULLETIN

KONAMI RESTRUCTURES

Konami (America) Inc., the American-based subsidiary of publicly traded, Tokyo-based Konami Co., Ltd., was dissolved on Sept. 23 to recapitalize and allow Konami of America to start with a clean balance sheet. Its business and assets have been transferred to Konami of America Inc., a wholly owned, American-based subsidiary that was incorporated on Sept. 3. There have been no changes in personnel, research and development, or inventory.

Konami (America) Inc. was established in 1982 in Los Angeles and later moved to its current headquarters near Chicago in 1984. It has continued to operate as a singular Konami sales, marketing, and distribution arm in the United States, Canada, and South and Central America.

Said Ken Dirnberger, president of the new entity: "This reorganization signifies a new era for Konami. I'm pleased that the opening month for Konami of America was such a success. Our strength lies in our ability to create and market innovative products such as our recently introduced *Wave Shark, Winding Heat,* and *Beat the Champ* games, and we will continue to do so. We're bringing back the thrill of the game to the American market. This is only the start of many new things planned for Konami of America."

LOUISIANA GAMING REFERENDUM SET

On Nov. 5 voters in Louisiana will go to the polls to do more than just choose their national and local officials; they will also get a chance to vote on all three forms of legalized gaming in the state: video poker, riverboat gaming, and—in New Orleans only—a land-based casino under construction. The vote will be held on a parish by parish basis, much like the one held in South Carolina in 1994.

Video poker advocates had reportedly spent more than $500,000 through the end of September in advertising and public relations, and a last minute decision by the state Supreme Court allowed operators, distributors, and location owners to pool their money to buy advertising time and space. The practice had been outlawed by the Legislature during its spring session. While most parishes were expected to approve of all forms of gaming, some suburban areas outside of New Orleans were expected to vote against video gaming. The state's largest newspaper, *The Times Picayune* in New Orleans, came out against all three forms of gaming near the end of October.

WMS INDUSTRIES PRESENTS AWARDS

Several new awards were presented by WMS Industries (Williams Bally/Midway) during AMOA International Expo '96. Distributor and operator awards included Distributor Salesperson-Domestic: Blair Norris of Brady Dist.; Distributor Salesperson-International: John W. Oswin of Leisure & Allied Industries; Operator of the Year-Domestic: Dale Lazar of H. Lazar and Son; and Operator of the Year-International: Jurgen Brockmann.

Special honors were bestowed on two service departments—Best Service-Domestic: C.A. Robinson & Co., and Best Service-International: General Vending Pty. Ltd.

Sales volume awards in North America went to American Vending Sales, Betson Enterprises, Greater Southern Distributing, Laniel Automatic, Mountain Coin Machine Distributors, Sunbelt Amusement & Vending, and Warehouse of Games. In the foreign sales volume category honorees included AmuseTec S.L., Kunick Group, Nova Apparate, Quabek Handels, Seon Jin Industrial Co. Ltd., and Universe Electric Corp.

MICROSOFT HOSTS CONFERENCE FOR GAME DEVELOPERS

Microsoft will host a strategic planning session for game software developers Nov. 22-23, tentatively scheduled in the San Francisco Bay area. The first day will consist of meetings, while the second day will include exhibits of PC-related equipment and a Microsoft presentation on its proposal for entering the coin-op market. According to James Plamondon, Microsoft director of coin-op technology marketing, "This will surely blow you away!" Look for details in our December issue.

MOVING ALONG

Jeffrey Loop is the new vice president of finance and chief financial officer of Valley Recreation Products...**Mary Hermanson** is now the marketing manager in the coin-op games division of the new Konami of America Inc....**Jim Chapman** is the new president of JP Distributing...**Paige Gamble** is the regional director of sales for CashCode's new Western sales office in Las Vegas, Nev....**U.S. Games Inc.** has changed its name to Leisure Time Technology Inc. The company, which will maintain its Norcross, Ga., headquarters, has named **Alan Johnson** as president and **James Oden** as vice president and chief operating officer.

ATARI SHIPS *WAYNE GRETZKY'S 3D HOCKEY*

Atari Games recently began shipping its new video, *Wayne Gretzky's 3D Hockey,* which features 3Dfx Interactive's Voodoo Graphics arcade technology that delivers interactive 3-D applications with photo-realistic quality at real-time frame rates and with performance exceeding one million texture-mapped triangles per second.

News BULLETIN

TRADE SHOW ROUNDUP

◆ According to Japan's *Game Machine*, JAMMA '96 in September found 72 companies participating (up from 69 last year), and a total of 1,301 show booths (down from 1,337 last year). Video game manufacturers dominated floor space with polygon-based videos taking the lead. On the home video side, Tokyo Game Show '96 in August found 87 companies participating with a showing of 164 titles for Sony PlayStation and 118 titles for Sega Saturn. Nintendo did not exhibit there but will show product at Shoshinkai Software '96 this month.

◆ Coin Concepts officials report a favorable reaction to a new entertainment concept it previewed at Fun Expo '96. CCI will debut its remote-controlled jet ski game, *Ski Tiger*, at the upcoming IAAPA in New Orleans this month. The game invites four players or more to jet ski through a pool chasing alternating lighted targets to finish first and win tickets.

◆ Exidy is happy with the response it received from the new *Turbo Ticket* unit that is perfect for promotions. *Turbo Ticket* was introduced at Fun Expo '96. Said Exidy's Virginia Kauffman, "So many ideas came from the attendees that we are starting a newsletter sharing ways to promote repeat business."

◆Coin-Op Intl., which debuted the *Lethal Justice* two-player gun kit (developed by The Game Room) at AMOA International Expo '96, will act as the exclusive distributor of the game, marketing it to both distributors and operators. Coin-Op Intl. president Mark Grieger said, "We're positioning ourselves to directly help the street operator. This gun kit is just what the market wants." The video redemption kit, *Frantic Fred,* is also available from Coin-Op Intl.

AMOA PRESIDENT REFLECTS ON ASSOCIATION HISTORY

In his first official statement as president of the Amusement and Music Operators Association, Jerry Derrick of Derrick Music Co. in Charleston, W.Va., said that one of the highlights of AMOA International Expo '96 was attending the AMOA Past Presidents' Dinner. "The room was full of AMOA history and industry experience," he remarked. "I already knew the importance of becoming president of this proud and productive 48-year-old association, and have been 'in training' for such a role since by first board position back in 1977. As I looked around the room I thought of my own business beginnings, following in my father's footsteps, that has become my life's work."

Derrick honored and thanked members of the AMOA's Past Presidents' Council for their contributions to the association. He praised fellow West Virginian Leoma Ballard, AMOA's first female president (1981-82), as a "wise and strong voice in our state association's business matters," and thanked her for all her support and encouragement.

Derrick said he is looking forward to the coming year, adding: "As I travel I hope to become even closer to this superb group of past presidents. AMOA's strength has always been our knowledge of each of our markets within our states. By joining together these new and old experiences, and sharing this with every operator I meet along the way, all of our voices will be heard and we will be a better organization."

Referring to the Expo he commented, "In a supposedly 'down' year for the industry, the floor was always crowded and exhibitors were happy. And, as my friend and predecessor Randy Chilton has often said, you need to stay abreast of new technologies to stay in the game. At the Expo you saw the handwriting on the wall with the presence of several high-tech exhibitors who, if things continue to move in the direction they are, means more use of interactive and digital technologies in our business."

Derrick encourages comments by phone to AMOA headquarters, (800-937-2662), e-mail (amoa@sba.com), or AMOA's Web page (http://www.amoa.com). The monthly AMOA president's column, "AMOA Agenda," will resume in December.

WEB SITES CONTINUE TO MULTIPLY

◆ Konami of America Inc. makes it easy to find the latest information on its coin-op products via the Internet at its cyberspace site (http://www.konami.com).

◆ AMA Distributors of Louisiana has established its presence on the Internet with a home page. Check it out (http://www.concentric.net/~jmp).

◆ Ithaca Peripherals Inc., makers of 40-column impact printers, has a new web site (http://www.ithper.com) that features a Wizard that can be used to guide visitors to the equipment that best suits them.

◆ 3Dfx touts its Voodoo Graphics and other technological advancements on the company's new home page (http://www.3Dfx.com). ▲

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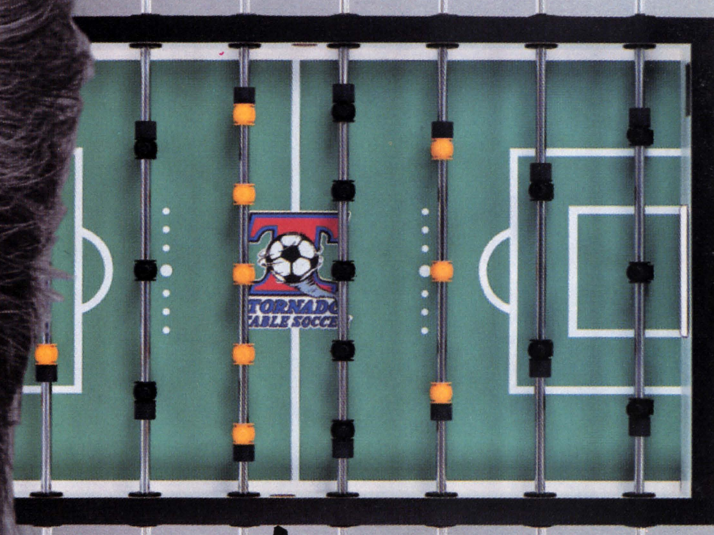

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TORNADO
TABLE SPORTS

VOLUME 22
NO. 12
NOVEMBER 1996

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FUN EXPO: MEASURING THE HAPPY METER
Casual and serious business folk traveled to Las Vegas for the sixth annual international family fun center and miniature golf show to take advantage of its many seminars and exhibits. Products on display ran the gamut from laser tag to redemption, prize merchandise to insurance, costume characters to air hockey, and videos to food service.

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AMOA EXPO: AN INDUSTRY ON THE VERGE
The word Microsoft was on everyone's lips after a lengthy seminar where the PC giant announced its proposal for shoring up the sluggish coin-op industry. Find out more on this subject and peruse the comprehensive game listing, 120 photos, favorite game picks, and coverage of special events such as the banquet, century club, and business meeting.

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IAAPA PREVIEW
A slate of 45 seminars awaits the amusement park, waterpark, and family entertainment center businesses planning to attend the 78th annual International Association of Amusement Parks and Attractions trade show Nov. 20-23 in New Orleans. Read up on the fascinating Big Easy and check out the schedule of educational sessions to see which ones are right for you.

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COVER

Namco staff members don camouflage attire and get into the spirit of their new deluxe tank combat video, *Tokyo Wars*. Front row, (l-r): Frank Cosentino, Lucinda Bender, Kevin Hayes, and Emilio Cabrera. Middle row: Jerry Momoda, Robert Corona, and Cheryl Ballestracci. Back row, (l-r): Tom Siemieniec, Craig Ward, Anita Platacis, David Swafford, Bill Sebourne, Thu Ngo, and Takashi Kameda.

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Equipment Poll

VIDEO & PINBALL COMBINED

GAME	MO. ON CHART	MO. IN TOP 10
1. Daytona USA *(Sega)*	26	26
2. Cruis'n USA *(Midway)*	24	24
3. Area 51 *(Atari)*	11	11
4. Die Hard Arcade *(Sega)*	1	1
5. Time Crisis *(Namco)*	7	7
6. Golden Tee 3D Golf *(Incred. Tech)*	12	5
7. Megatouch IV *(Merit)*	6	5
8. Attack From Mars *(Bally)*	7	6
9. Arabian Nights *(Williams)*	3	1
10. Tekken 2 *(Namco)*	13	10
11. Megatouch *(Merit)*	13	5
12. Metal Slug *(SNK)*	5	1
13. Alpine Racer *(Namco)*	11	10
14. Cyber Cycles *(Namco)*	13	5
15. Theatre of Magic *(Bally)*	18	9
16. Virtua Cop 2 *(Sega)*	11	4
17. Twister *(Sega)*	4	*
18. War Gods *(Midway)*	2	*
19. Solitaire Challenge *(Dynamo)*	28	10
20. The Addams Family *(Bally)*	56	46
21. Tournament Solitaire *(Dynamo)*	12	1
22. Star Trek: TNG *(Williams)*	34	23
23. COPS *(Atari)*	17	1
24. Strikers 1945 *(Worldwide)*	5	*
25. Touchmaster *(Williams)*	2	1
26. Indy 500 Twin *(Sega)*	7	*
27. Magical Touch *(Micro)*	9	2
28. Prop Cycle *(Namco)*	2	1
29. Apollo 13 *(Sega)*	8	*
30. Suzuka 8 Hours 2 *(Namco)*	29	19
31. Soul Edge II *(Namco)*	3	*
32. Bust-A-Move Again *(Taito)*	10	1
33. NBA Hang Time *(Midway)*	5	1
34. 19XX *(Capcom)*	2	*
35. Virtua Fighter 2 *(Sega)*	21	12
36. Lucky & Wild *(Namco)*	39	5
37. D&D Shadow Over Mystara *(Capcom)*	6	*
38. Sega Rally *(Sega)*	13	3
39. OutRunners *(Sega)*	37	21
40. King of Fighters '96 *(SNK)*	1	*
41. Tekken *(Namco)*	20	11
42. Break Shot *(Capcom)*	3	*
43. Virtua Cop *(Sega)*	20	11
44. Viper Phase 1 *(Fabtek)*	10	1
45. Soul Edge *(Namco)*	8	2
46. World Cup Soccer *(Bally)*	28	18
47. Street Fighter Alpha 2 *(Capcom)*	4	*
48. Marvel Super Heroes *(Capcom)*	10	1
49. Raiden DX *(Fabtek)*	15	8
50. Killer Instinct 2 *(Midway)*	7	2
51. The Shadow *(Williams)*	16	5
52. Bust-A-Move *(SNK)*	18	9
53. Manx TT *(Sega)*	7	2
54. Johnny Mnemonic *(Williams)*	5	2
55. Open Ice *(Midway)*	8	1
56. Twilight Zone *(Bally)*	36	22
57. Who Dunnit *(Bally)*	8	1
58. Road Show *(Williams)*	23	11
59. Lethal Enforcers *(Konami)*	44	36
60. Lethal Enforcers II *(Konami)*	28	5

VIDEO DEDICATED

GAME	POINT VALUE	LONGEVITY POINTS
1. Daytona USA *(Sega)*	9.05	1545
2. Cruis'n USA *(Midway)*	8.98	1401
3. Time Crisis *(Namco)*	8.19	393
4. Alpine Racer *(Namco)*	7.76	615
5. Cyber Cycles *(Namco)*	7.45	568
6. Virtua Cop 2 *(Sega)*	7.42	507
7. War Gods *(Midway)*	7.19	62
8. Solitaire Challenge *(Dynamo)*	7.18	1120
9. COPS *(Atari)*	7.00	472
10. Indy 500 Twin *(Sega)*	6.93	307
11. Prop Cycle *(Namco)*	6.80	92
12. Suzuka 8 Hours 2 *(Namco)*	6.78	1297
13. NBA Hang Time *(Midway)*	6.69	209
14. Virtua Fighter 2 *(Sega)*	6.65	896

VIDEO KITS

1. Area 51 *(Atari)*	8.65	614
2. Die Hard Arcade *(Sega)*	8.46	57
3. Golden Tee 3D Golf *(Incred. Tech)*	8.05	543
4. Megatouch IV *(Merit)*	8.04	322
5. Tekken 2 *(Namco)*	7.89	698
6. Megatouch *(Merit)*	7.79	610
7. Metal Slug *(SNK)*	7.79	250
8. Tournament Solitaire *(Dynamo)*	7.10	303
9. Strikers 1945 *(Worldwide)*	7.00	104
10. Touchmaster *(Williams)*	7.00	89
11. Magical Touch *(Micro)*	6.90	326
12. Soul Edge II *(Namco)*	6.74	110
13. Bust-A-Move Again *(Taito)*	6.73	341
14. 19XX *(Capcom)*	6.67	53
15. D&D Shadow Over Mystara *(Capcom)*	6.55	184
16. King of Fighters '96 *(SNK)*	6.43	21
17. Tekken *(Namco)*	6.42	746
18. Viper Phase 1 *(Fabtek)*	6.38	254
19. Soul Edge *(Namco)*	6.36	258
20. Street Fighter Alpha 2 *(Capcom)*	6.32	94
21. Marvel Super Heroes *(Capcom)*	6.30	350
22. Raiden DX *(Fabtek)*	6.28	319
23. Bust-A-Move *(SNK)*	6.13	472
24. Open Ice *(Midway)*	6.11	139
25. Lethal Enforcers *(Konami)*	6.06	1593

PINBALLS

1. Attack From Mars *(Bally)*	7.97	377
2. Arabian Nights *(Williams)*	7.94	138
3. Theatre of Magic *(Bally)*	7.42	887
4. Twister *(Sega)*	7.33	147
5. The Addams Family *(Bally)*	7.11	2932
6. Star Trek: TNG *(Williams)*	7.02	1520
7. Apollo 13 *(Sega)*	6.80	265
8. Break Shot *(Capcom)*	6.40	48
9. World Cup Soccer *(Bally)*	6.33	945
10. The Shadow *(Williams)*	6.14	381
11. Johnny Mnemonic *(Williams)*	6.11	132
12. Twilight Zone *(Bally)*	6.10	1118
13. Who Dunnit *(Bally)*	6.10	244
14. Road Show *(Williams)*	6.06	687

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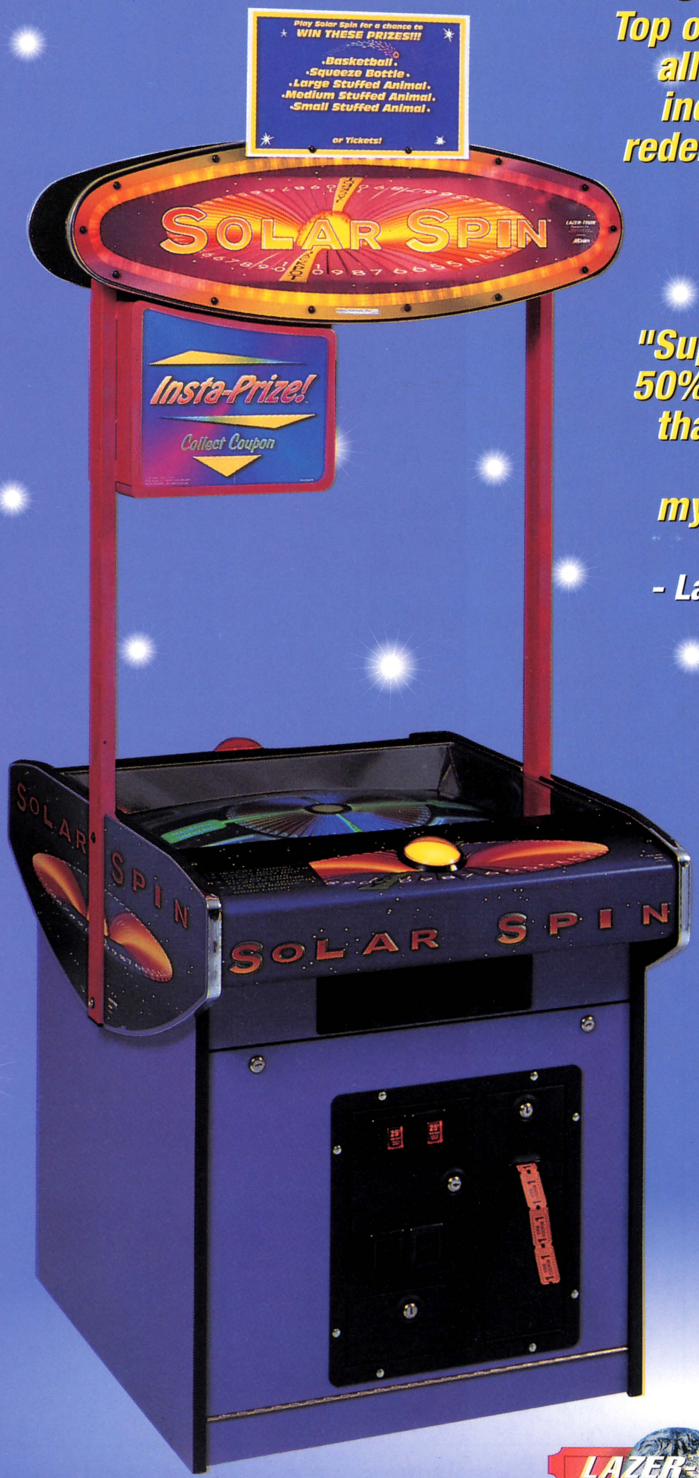

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Equipment Poll

REDEMPTION

ALLEY BOWLERS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Bug Bash *(Bay Tek)*	8.40	271
2.	Striker *(Design Plus)*	7.75	337
3.	Skee-Ball *(Skee-Ball)*	7.20	310
4.	Skee-Ball Lightning *(Skee-Ball)*	6.80	414
5.	Smartball *(Smart)*	6.73	99

SPORTS GAMES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Hoop It Up *(Atari)*	7.58	525
2.	Hoop Shot *(ICE)*	7.25	54
3.	Super Shot *(Skee-Ball)*	7.00	250
4.	Shoot to Win *(Smart)*	6.85	282
5.	Full Court Frenzy *(ICE)*	6.63	134
6.	Full Court Fever *(ICE)*	6.57	311
7.	Championship Basketball *(Grayhound)*	6.00	30
8.	Rage in the Cage *(Fun Merchants)*	6.00	154
9.	Slugfest *(Williams)*	5.81	3
10.	UB-QB Football *(Skee-Ball)*	5.78	90
11.	Around the World *(UETD)*	5.50	132
12.	Arm Champs *(Jaleco)*	5.20	74

SINGLE COIN PUSHERS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Jungle Jive *(Coastal)*	8.29	599
2.	Rock 'N Roll/Dino Valley *(ICE)*	7.25	687
3.	Klondike/Gold Coast *(ICE)*	5.80	336

SINGLE CRANES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Snack Attacker/Challenger *(AGE)*	8.75	302
2.	Jumbo Crane *(Grayhound)*	8.25	330
3.	Action Claw *(Fun Merchants)*	8.20	254
4.	Clean Sweep *(Smart)*	7.44	361
5.	Candy Man *(Fun Merchants)*	7.33	153
6.	Candy Shop *(Grayhound)*	7.33	306
7.	Classic Watch Crane *(Smart)*	7.25	343
8.	Big Choice *(Fun Merchants)*	6.68	256
9.	Candy Crane *(Smart)*	6.38	238
10.	Skill Crane *(Grayhound)*	5.73	173
11.	Hollywood Crane *(Maxwell)*	5.50	26

CHILD-SIZE GAMES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Shoot To Win! Jr. *(Smart)*	7.23	388
2.	Smart Toss Em *(Smart)*	7.00	252
3.	Feed Big Bertha *(Smart)*	6.94	198
4.	Jr. All American *(UETD)*	6.25	21
5.	Toss Em *(UETD)*	6.20	51
6.	Bozo Basketball *(Design Plus)*	6.00	31
7.	Li'l Dump the Ump *(ICE)*	5.80	75
8.	Awesome Toss 'Em *(Acclaim/Lazer-Tron)*	5.67	57
9.	The Flintstones *(ICE)*	5.67	*
10.	Kiddie Whac-A-Mole *(Bob' Spac e)*	5.50	16
11.	Skee-Toss B.C. *(Skee-Ball)*	5.29	3

ROLL DOWNS

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Spin To Win *(Acclaim/Lazer-Tron)*	7.00	357
2.	Quackers *(Seidel)*	6.80	52
3.	Clown Roll Down *(Bay Tek)*	6.57	149

REDEMPTION

	GAME	POINT VALUE	LONGEVITY POINTS
4.	Rock N Roll *(Bay Tek)*	6.50	24
5.	Dino-Roll *(Seidel)*	6.00	34
6.	Roll Down *(Bay Tek)*	6.00	22
7.	Tic-Tac-Toe *(Skee-Ball)*	5.25	*

NOVELTY

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Cyclone *(ICE)*	8.55	637
2.	Round 'n Round *(Phoenix)*	8.50	209
3.	Dinoworld *(Planet Earth)*	7.50	429
4.	Dinoscore *(Planet Earth)*	7.44	540
5.	Colorama *(Bromley)*	7.40	452
6.	Killer T-Rex *(Smart)*	7.00	163
7.	Shot Clock 2 *(Phoenix)*	7.00	31
8.	Bouncing Bandits *(CCI)*	6.67	96
9.	Lucky Stars *(Phoenix)*	6.67	16
10.	Pop-A-Slot *(Coastal)*	6.50	218
11.	Pop-A-Ball *(Coastal)*	6.36	51
12.	Hop-A-Tic-Tac-Toe *(Data East)*	5.35	22
13.	Cyclone Jr. *(ICE)*	5.33	163
14.	Cosmo Gang *(Data East)*	5.30	*
15.	Robo-Bop *(Coastal)*	5.20	247
16.	Hungry Hungry Hippos *(ICE)*	5.18	12
17.	Flip N Win *(Planet Earth)*	5.17	202
18.	Simple Simon *(Am. Sammy)*	5.00	75

COIN DROP GAMES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Home Run Hitter *(CCI)*	8.67	413
2.	Smokin' Token *(Seidel)*	7.83	510
3.	Goin' Rollin' *(Seidel)*	7.50	282
4.	Cut the Cheese *(Sega)*	7.25	160
5.	Wheel 'M In *(Bromley)*	7.25	524
6.	Aftershock *(Acclaim)*	7.15	365
7.	Wheel of Fortune *(Fun House)*	7.00	174
8.	The Mask *(Data East)*	6.80	356
9.	Roll For Gold *(Benchmark)*	6.71	175
10.	Rock-N-Bowl *(Bromley)*	6.33	222
11.	Super Wheel 'Em In *(Bromley)*	6.33	133
12.	Addams Family Values *(Midway)*	6.14	171
13.	Chicken Dash *(Konami)*	6.00	118
14.	Super Bank It *(Acclaim/Lazer-Tron)*	5.50	30

GUN GAMES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Big Mouth *(Meltec)*	6.30	43
2.	Miner's Revenge *(Acclaim/Lazer-Tron)*	6.17	35
3.	Knock Down *(Meltec)*	5.56	11

BOPPING/STOMPING GAMES

	GAME	POINT VALUE	LONGEVITY POINTS
1.	Spider Stompin *(Jaleco)*	7.50	357
2.	Tortoise & The Hare *(Island)*	7.25	89
3.	Ribbit Racin *(Acclaim/Lazer-Tron)*	7.09	438
4.	Dino Bonk *(Namco)*	7.00	81
5.	Wacky Gator *(Data East)*	6.55	116
6.	Swamp Stomp *(Acclaim/Lazer-Tron)*	6.25	312
7.	Whac-A-Mole *(Bob's Space)*	6.25	3

Results are based on monthly Equipment Poll ballot returns. Point Value = average of ballot ratings on a scale of 1-10; Longevity Points = standings on Best 60 combined game lists (#1 game receives 60 points, #2 game receives 59 points, etc.) *Indicates new or reappearing games.

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FROM THE **EDITOR**

The **BIG** and **SMALL** of it

VALERIE COGNEVICH

When my two youngest children were small we lived out in the country. Waaaaaay out-in-the-middle-of-nowhere country. There was land as far as the eye could see. The perfect place to have the dogs I'd always loved—great danes. I had two of them and soon found out that all that land was a complete waste on them. Although they could have run to their heart's content on acres of wooded grounds, they settled into the two chairs in my living room and were soon part of the decor.

But they were great dogs, and I vowed I'd never own any other kind of dog. They watched my kids, dared anyone to get out of the car unless I was right there, and took naps right along side of my daughters.

My daughter Becki is now 26 and has two great danes. Like my two, her's sleep in her bed at night and camp out during the day on the living room couch. My sister's boyfriend owns a hotel, and his two great danes stay in the lobby greeting guests.

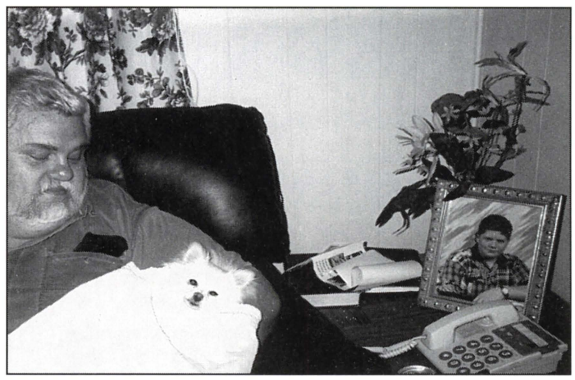
When he brings his dogs to visit, he and Becki take the four dogs for walks on the levee generating a fair amount of staring. I mean who wouldn't stare at four dogs each weighing close to 200 pounds!

Being used to big dogs, often saying I'd never, ever have a little barking snipping dog, it was quite a surprise when my younger daughter Mindy's boyfriend gave her a little snow-white Pomeranian for Christmas last year. I looked at the little lump of fur and could hardly form the word "dog" on my lips. My fear was that someone would step on it or it would sneak out the door and we'd never see it go.

The pup soon won us over. My husband, who stands about 6'5" and weighs in the 400-plus range was soon the biggest (pardon the pun) target of little Bailey's affection. She would sleep on his shoulder while he watched TV or snuggle in his arms for a tummy rub.

The yippy "little dog barking" is annoying and it's the one thing that always had me claiming I wouldn't want a little tiny dog, but the joy she brings to our household far outweighs the aggravation.

It hasn't been a year yet, but I can safely say that tiny ball of fur with legs is a vital part of our family. But it's made me realize one thing. We never would have made the effort to get a little dog like that because our minds were closed to the idea. It was only through circumstances that she lives with us now. And it's too bad that we never knew how fun and funny five pounds of dog could be.



But aren't we all like that in some way or another. We have formed opinions on what we like or don't like, what we'll try and what we won't try, and nothing will change our minds. We get stuck in those opinions and won't bend.

Have you said that redemption just wasn't for you? Do you look at certain ideas or games with a closed mind? Have you formed ideas about the industry that don't bend? Our industry is evolving and things that didn't seem possible, like networking and being a part of the Internet are lurking around the next corner. With so much new technology and so many innovative ideas, I was a little surprised at the attendance at AMOA. Sure people moan about "no new product" or "everything's so expensive" but certainly these are not reasons to give up on learning everything there is to know about what lies ahead.

I think it's time to cuddle up with a few new ideas and give them a tummy rub. Pretty soon you may realize that it is, in fact, just right for you. ▲

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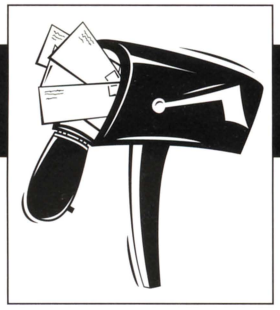

MAILBOX

Check before you buy

It seems like I am the last person in the world to learn about the dealings of a company in Florida called Board/Works. Just in case someone else might have missed the boat, I would like to relate my first dealings with them.

On May 1, I called their 800 number and talked to John about their services. He told me they had 24-hour turnaround and that their rates varied. I told him I had a couple of old *Missile Command* boards that I needed repaired. He said, "No problem, we can do them for $50 to $60 each, but since they are older it will take three or four days to turn them." I sent them that day.

After a couple of weeks with no word from them I began trying to contact them. This is when I realized how lucky I had been to talk to a human being that very first time. Now all I could get was an answering machine. I left multiple messages; no one ever called me back.

I had been trying for a week when I decided to use my home phone and what do you know, John answers. John, I say, I'm calling about my *Missile Command* boards. "Oh, we have one ready but the other is being tested for 24 hours. You wouldn't want us to send it back and have it break down right away, would you?"

By now it's June 3, and I'm getting suspicious. For a whole day I try to contact them, finally getting John late in the day. What's the word with my *Missile Command* boards, I ask. He replied that they had broken down during testing and they needed to do some more work on them. I reminded John that he had already told me that one board was OK. "Oh, that's right. I will U.P.S. that one to you today."

On June 6 I began calling again since I'm in a U.P.S. two-day zone and haven't seen my first board yet. No dice, can't get a human, not even to return my calls.

The next day I try again until late in the day with no luck. I try again from my home. Bingo! It's John who tells me that the board must have gotten lost and just as soon as their computers were back up he would trace it and let me know what's going on.

Ten days later with no board in hand, I try calling again and again. I couldn't even get through from home! Finally on June 20 I try calling and even the answering machine is not picking up. I let it ring about 40 times before Ron answers. Ron, I say, I am trying to find out what happened to my *Missile Command* board that was shipped on June 3. "I don't know but I repaired one for you and I will send it out today and check on the other one when our computers come back up." Huh!

June 25, June 26, June 27, and June 28 I placed calls and left messages. On the 28th I get Ron who tells me that he found the first board and repaired it (thought it was already fixed???) "I sent them both back to you by U.P.S. yesterday I believe,"Ron said. "Let me check...yep, they went out on the 27th."

July 1—ditto, ditto, ditto. I finally get Keith and go through my song and dance. "Can't help you, but I'll have Ron call you back," he said.

July 8, July 9, July 10, July 11 I leave messages until, for the first time since I had begun calling this number, the line was busy. Time for the auto dialer so I can catch someone before they walk away from the phone. Eureka! It's Ron and I tell him that I still haven't gotten my boards, the ones you said you shipped on June 27th. "I'm going to fire up the computer and trace this for you. Call me back in half an hour." Right!

I did try to call back and on July 17 I finally got Ron on the phone. Ron, I say, I'm still looking for those *Missile Command* boards. "You should have gotten them by now," Ron tells me. "I found them last week in a holding pen in Baton Rouge and U.P.S. said they would send them to you that day. When our computer comes back up I'll trace them again." Sure!

By now I think it's time to see if anyone else has complained about this company so I called a couple of trade magazines. Here's what they said:

"We had complaints on them and haven't accepted any ads from them in years."

"Bums! We haven't accepted ads from them in over a year. You have any dealings with them, did you? Uh-Oh.

Then I talked to a fellow operator who told me he had sent them a board over a year ago and still didn't have it back. I guess my boards are in that big holding pen in the sky but hopefully I can save others from that ending. I am sending these ramblings because the only place I can find this company listed is in the 1996 Play Meter Directory which I used to contact them in the first place.

B. Roberts

[Editor's note: When we received this letter we didn't plan to print the entire thing and decided to give Board/Works the opportunity to explain their side of the story. Unfortunately, we had about as much luck as Mr. Roberts in contacting them. We do, in fact, have them listed in our Directory, but there is no fax number. I tried the regular number and the toll-free number repeatedly to no avail. It remained busy or unanswered.

We invite Board/Works to reply to the letter. If we hear from them, we'll print their comments. In the meantime, this is a perfect opportunity to remind everyone to check carefully before dealing with any company.]

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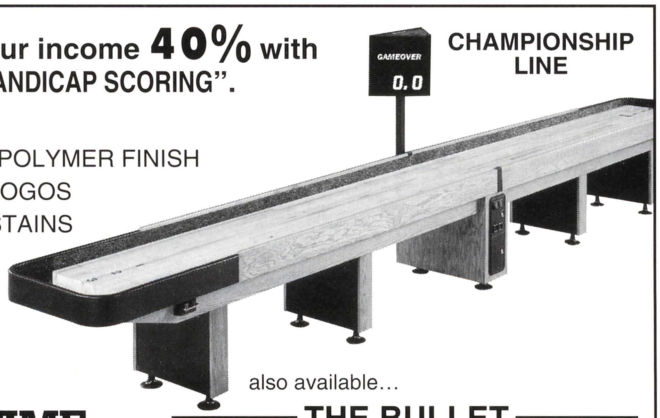

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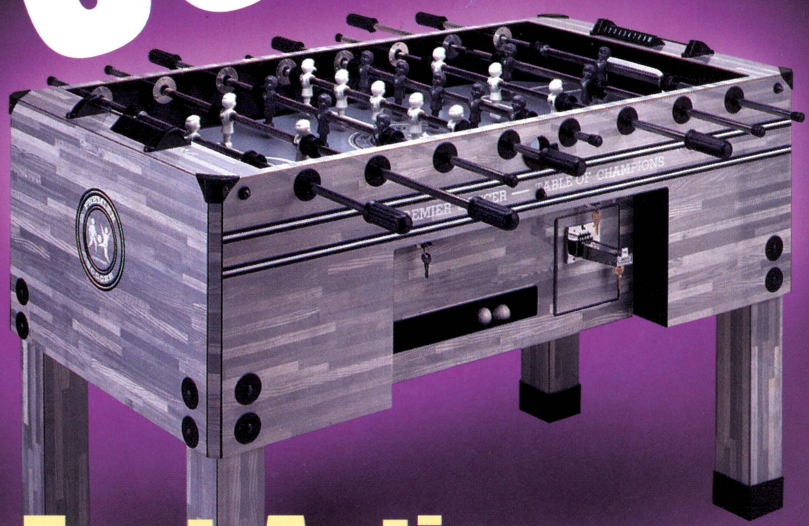

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From the net

I am involved in an FEC in Australia and have noticed a distinct lack of new release offerings from the major machine manufacturers. Is there anyone out there that can give me any indication as to what may be released in the next three to six months? The games we currently have are *Daytona USA* and *Sega Rally* (of course), *Alpine Racer* (I know about Alpine Surfer), *Time Crisis, Virtua Cop 2, MK3, Soul Edge, Street Fighter Alpha, Zero, Tekken 2, Midnight Run, Cybercycles,* and *Manx TT.*

Is there such a thing as *Daytona 2*? Everything is Polygon graphics this and polygon graphics that, so much so that it is almost a given that a game is going to come out with it.

What do you think will be the next quantum leap in technology to take games to the next level and make polygon graphics look like *Pac-Man*? I guess VR is the simple answer but if there is anything else you know of please let me know.

P.S. If there is life on Mars, how long before they put a McDonald's there?

Sam

Looking at price per play

I read Steve White's From Left Field in the September Play Meter ("A Different Look at Price Per Play.") I feel that price per play is not the main problem facing the operator on the street. When a new upright video game is shipped from the factory to distribution it is usually priced at 50 cents to start and 50 cents to continue. The deluxe simulators/drivers are at $1.

Williams even makes the operator change the dip switch settings in order to change the prices. To me the factories have done well to get the price per play where it is. Where the price per play runs into a problem is when the customer playing the game does not perceive the value of the play as worth it.

I think that there are many factors that involve this perceived value. The home market is one. When you go into an arcade and play a new fighting game, you can spend $5 in 15 minutes trying to learn the new moves. I find the average person who owns a Sega Genesis has no idea how much that video cost and is surprised at the cost when I tell them.

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Where the thinking strays is with their logic. I can buy a Sega Genesis for $300 and a new (to them) video game cartridge for $75 and here I just spent $5 in 15 minutes in this arcade. Is this arcade a good deal in comparison? The deluxe videos are different. They seem to have a better perceived value. I went to a birthday party at a local FEC with my daughter. I met one of the other dads also with his daughter. He began to go on about this skiing game he had been playing. He told me I had to try it. He did not know that I was in the game business. I asked him how many times he had played it, and he replied about a dozen. He seemed to have having a good time for his $12.

Redemption has its problems too. The best earning pieces are the fastest play with the highest payout average. The problem the same old dad from the FEC informed me of was that his daughter went through $10 in five minutes and had only $1.50 worth of junky little toys and was still wanting more money to go play more.

Note the 50 cent play on this *Daytona USA*.

He wouldn't give her any and they left shortly after. When you think about it, why would he want to come back with his kid? His daughter thought it was a good value but the dad sure didn't. I think that the nickel arcade has added value to redemption philosophy. The kids still play the heck out of the redemption, but it takes them 20 plays for their $1 rather than four. It just takes kids more time. That same $10 spent earlier at that FEC would have taken 25 minutes in the nickel arcade. To me the price per play is not the problem, it is the percentage that the operator gives to the location.

Jim Aitken
Southgate Amusement & Vending

Practice what you preach

A prominent operator from New Jersey who writes articles for some of our trade publications preaches $1 play for the expensive sit down games. This "guru" of redemption has repeatedly advised that to improve the return on investment, dollar play is a must.

I own and operate an arcade in Coney Island, New York. The building next to me is operated on a revenue share basis by one of my competitors. This fraud who constantly advises all of us the proper way to profitably run our businesses operates at 50 cents.

The lesson here is don't always believe the self-proclaimed experts in our business; they don't even follow their own advice! ▲

Manny Cohen
Coney Island, N.Y.

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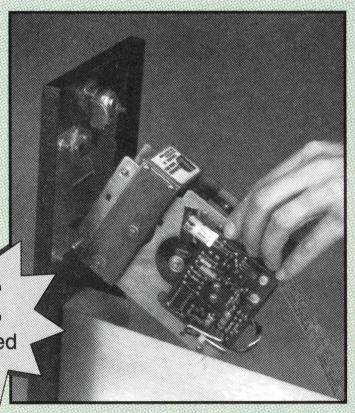

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BILLIARDS AND SPORTS GAMES INNOVATIONS

UP FRONT

More than a penny's WORTH OF THOUGHTS

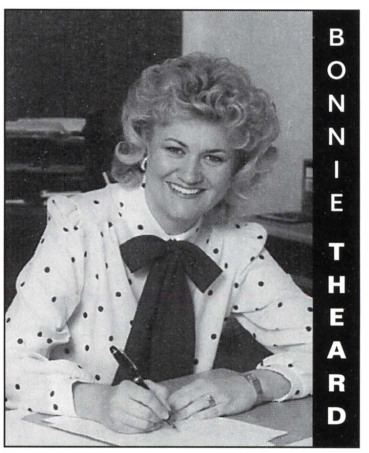
One of my favorite comic strips is "Crock," which chronicles the perils of foreign legionnaires lost in the desert. Right before the AMOA Expo '96 the strip's message paralleled speculation about the impending show and the general state of the industry. One legionnaire says: "A penny for your thoughts." Another legionnaire, who is perched on top of the fort and looking out into the night, responds: "I was just thinking how this planet is going down the tube. With all the misery, lack of family values, crime, pollution, wars...we can't survive. What do you think?" The first legionnaire replies: "I want my penny back."

That's how many industry members feel right now. The future looks pretty bleak, and they are worried about where the industry is headed. Notwithstanding Microsoft's message of "Come with me into greener pastures," veterans of the coin-op world are not likely to jump on this hayride right away. The promise of a new tomorrow filled with extensive libraries of economical games is as welcome as a fresh breeze in a heat wave, but the software will tell the story.

Meanwhile, manufacturers, distributors, and operators are being cautious. One supplier exhibitor at the show said, "Distributors are paranoid. They are saying that Microsoft doesn't care about them; they fear they will be put out of business."

A distributor who welcomes new technology with open arms commented, "Remember, the operator has contracts with locations. No matter what technology is offered, he who controls the location wins. If I were an operator I'd be locking things up tight."

Conversation at the show was definitely influenced by the presence of Microsoft, yet there was an equal amount of conversation about the state of the show itself. A fair number of attendees and exhibitors were waxing nostalgic about the "good old days in Chicago" when everyone was at the Hyatt and more business was written at the hotel bar than on the showroom floor.



The smaller show floor was quickly evident. Even my 14-year-old son said, "Why is the show so much smaller this year?" One exhibitor said, "I was maxed out at six booths. I couldn't reserve more space but I sure could take less."

Another said, "Companies that used to take 10 booths now take two or three. In general I see smaller booth areas. Overall attendance seemed to be very good. I came with an open mind."

More than one manufacturer said that distributor open houses were having an impact on show attendance. "Now that more distributors are hosting their own road shows (open houses) it cuts back on the reason for operators to come to the national shows," said one.

The three major TV networks are experiencing a similar problem now that they are competing with an increasing number of young networks vying for both viewers and advertisers.

Coin-op faces more expos, more open houses, more deluxe model games, and more competition from other forms of entertainment, all vying for attention. Since the player base isn't what it used to be, there is bound to be some tension, some fallout, and some re-positioning in the future. The landscape may look like a desert right now, but contrary to the despondent legionnaire we can survive. ▲

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Namco continues to lead the industry with NEW INNOVATIONS

Namco has been a leader in the coin-op industry for over 40 years. Most of you know the rich history of the company, but for those who don't, here's a brief look at how Namco has evolved over the years.

Namco Limited was founded by Mr. Masaya Nakamura in the late '50s and its American headquarters, Namco America Inc., opened its doors in 1978.

Namco entered the video game market in 1974 when it acquired Atari (Japan) Corp. Namco's impressive list of games brings back fond memories. Remember the infamous *Shoot Away* from 1978? That was Namco's first coin-operated game marketed in the United States.

Can any of you industry trivia buffs name the first video game marketed by Namco America? If you guessed *Gee-Bee*, you were right on the money.

Admit it, most of you really didn't come up with the name *Gee-Bee*, but see if you can name the mega hit that followed. Here's a hint: you can still find this game in some locations! Yes, it's *Galaxian* which was introduced in 1979.

Namco changed the world with a furry fellow named *Pac-Man* in 1980. Kids of all ages followed *Pac-Man*'s antics and no one was immune from its cuteness. Cereal, lunchboxes, T-shirts, pens, well you get the idea, were emblazoned with the fuzzball character.

Namco continued on its roll with the first driving simulator, *Pole Position*, in 1982. The following year *Xevious*, the first video game utilizing computer graphics, was introduced.

Kevin Hayes

In 1984 Namco entered the consumer market with its first ROM cassettes for use in Nintendo's home system.

Another innovation from Namco was the industry's first simulation featuring competition between players with *Final Lap* in 1987. Two years later, *Winning Run* was introduced as the first racing simulator to feature computer graphics.

In 1990 Namco America began direct sales in the U.S. again and began its amusement arcade division with the purchase of Atari Operations Inc.

Namco continued its presence in the consumer market, forming Namco Hometek Inc. as U.S. distribution of home video game software.

1991 marked the establishment of Namco Europe Ltd. in London. The company's stock registered on the First Section of the Tokyo Stock Exchange, a grand day in its history.

Wonder Eggs, Namco's first theme park was opened in 1992. Another milestone came in 1993 when *Range Ridge Racer* was released. Namco describes this innovation as the first driving simulator to employ System 22, a real-time, 3-D computer graphics system.

Namco Cybertainment Inc. evolved through the merger of Namco Operations Inc. and Al-

addin's Castle Inc. in 1994. That same year, Namco's first Wonderpark opened.

Tekken marked another innovation for Namco. It was a polygon martial arts game using System 11 and was the first game developed in cooperation with Sony Computer Entertainment Inc.

Now maybe you couldn't remember *Gee-Bee* and we'll overlook it if you forgot *Xevious*, but no one isn't familiar with *Alpine Racer*, the first high touch-high tech simulator of its kind. It debuted in 1995 and the industry loved it!

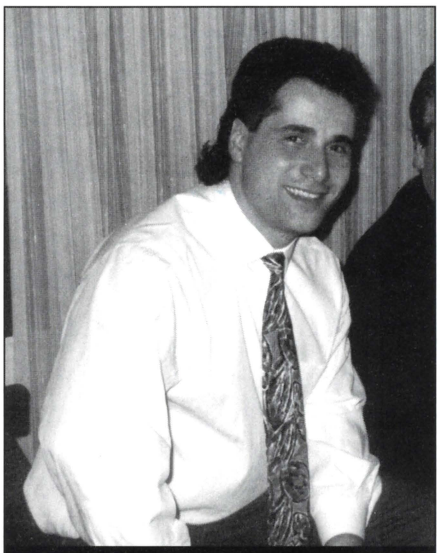
This year we've seen more innovative products from Namco, from *Alpine Surfer* and *Prop Cycle* to *Time Crisis* and *Tokyo Wars.*

To paraphrase a popular song: "The future looks even brighter, so get your shades."

Frank Cosentino, vice president of sales and marketing picks up the story to tell us about numerous new systems that are in development: "Namco will produce more high tech-high touch simulators coming in 1997. We have not forgotten the street operator. New economical hardware systems are also under development."

Behind the scene

Kevin Hayes, President/CEO of Namco America Inc. and Namco Cybertainment Inc. leads both divisions. An 18-year coin-op industry veteran, Kevin began his career as a CPA for Price Waterhouse and WR Grace. In 1978 he joined Atari Ireland as managing director, moved to Atari in California in 1984, and worked variously as CFO, vice president of manufacturing, and as head of Atari's amusement arcade business.



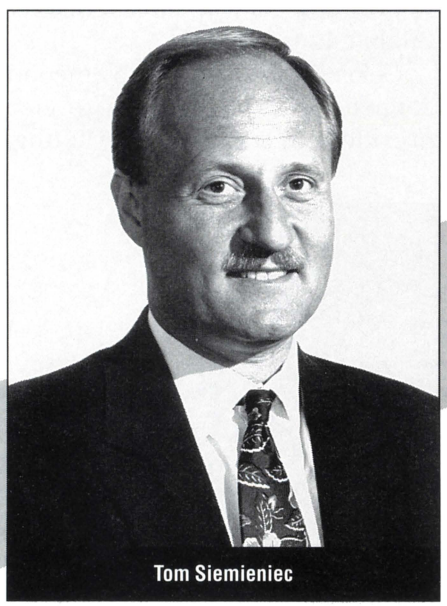
Frank Cosentino

In 1990 Kevin joined Namco and played a key role in the rebirth of Namco America's coin-op business. He assumed his current responsibilities in March 1994.

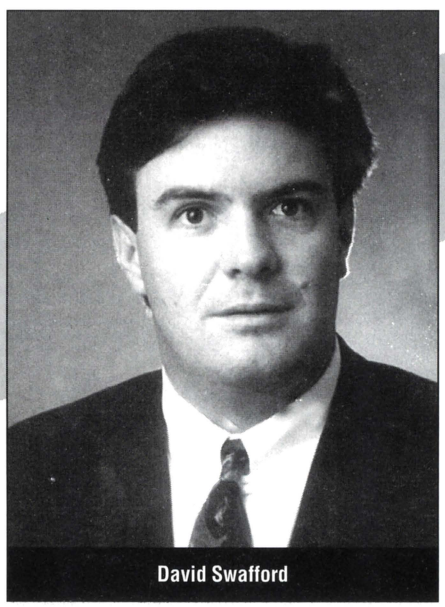
Frank Cosentino provides the direction for Namco's sales and marketing force. A 15-year industry vet, Frank has worked in the manufacturing, distribution, and product development ends of the business. Frank joined Namco in 1991 and has been instrumental in the rapid growth of Namco America's market share.

Kenji Hisatsune joined Namco Ltd. in the beginning of 1993, and shortly afterwards transferred to Namco America. Kenji assumed his present position as vice president/assistant to the president in August 1995. He assists Kevin Hayes in managing Namco America at all levels: sales and marketing, manufacturing, administration, and finance.

Don Davis, vice president of finance and administration, joined the industry in 1977. He began his career as the accounting supervi-



Tom Siemieniec



David Swafford

Jerry Momoda

sor at Atari. Don was promoted several times and transferred to various divisions of Atari before joining Namco in 1990. His responsibilities encompass all the activities of the accounting department, including completing financial statements and budgets.

Tom Siemieniec is celebrating 25 years in the industry this month. In 1971 he joined the industry working at Midway Mfg. He fondly recalls installing handles on a game called *Sea Rescue!* He joined Namco in 1991 as Midwest/Eastern regional sales manager.

David Swafford, Western regional sales manager, joined Namco in 1992. He is responsible for the sales of the Western region of the United States and is well received by his customers. David is Namco's professional golfer; he claims that he only loses when he chooses to!

Emilio Cabrera, international sales manager, joined Namco in January 1995. His territory covers Mexico, Central and South America, and Australia. Emilio boasts over 25 years of industry experience. During those years he has had the opportunity to learn various aspects of this wonderful industry.

Lucinda Bender began her career at Vecterbeam in 1979 on the assembly line. She was hired at Namco in 1981 and worked as sales and marketing coordinator. She left the company but not for long. She was back in September 1989. Her primary responsibilities as manager of advertising and events, include planning all trade shows, distributor meetings, and sales functions. Lucinda is also in charge of advertising, brochures, and other promotional materials. Lucinda and her husband of 13 years, Chuck, are the proud parents of little Rachel who is four.

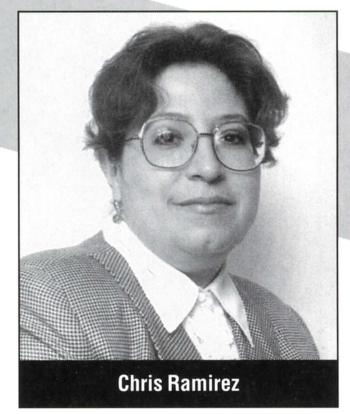
Jerry Momoda joined Namco in 1993 as product manager. His primary responsibility involves working with Namco Ltd.'s research and development team on arcade video and redemption game development. Jerry is also responsible for product testing, market research, game cabinet graphics, and the Namco Web site. First joining the industry in 1982, Jerry has held similar positions at Nintendo, Sega, and Atari Games.

Craig Ward started in the industry in 1990 working as an assembler for Data East. He was promoted to productions supervisor soon after being hired. In 1992 he accepted the production manager position offered at Quick Silver Development where he was responsible for all aspects of the production line, from assembly to personnel to scheduling. In 1994 Craig joined Namco as assistant product manager. His responsibilities include product testing and reporting. He is a liaison with Namco Ltd. and also provides market research information for product development.

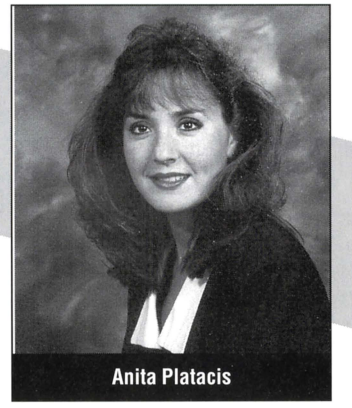
Robert Corona joined Namco in August, 1993 as sales and marketing administrative assistant. He was promoted to sales administrator this year. Robert oversees the order processing of all product sales orders and credits. He is a vital part of the trade show team. Robert and his wife have a beautiful daughter, Desiree.

Chris Ramirez joined Namco in August 1993 as assistant to vice president of sales and marketing.

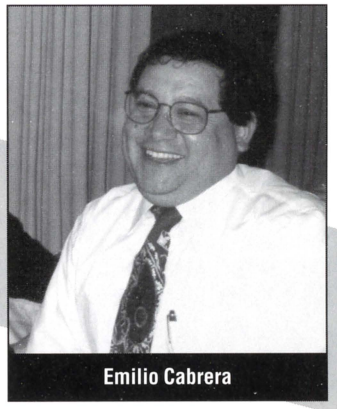
"Our objective is to bring the best possible products to the market. We appreciate the support and feedback provided by distributors, operators and players."



Chris Ramirez



Anita Platacis



Emilio Cabrera

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Chris has expanded her duties to office administration of the Bensenville office and assisting Emilio Cabrera in international sales. She brought to Namco 12-plus years of experience in sales and marketing in the international sales arena—eight of them with Citibank/Citycorp.

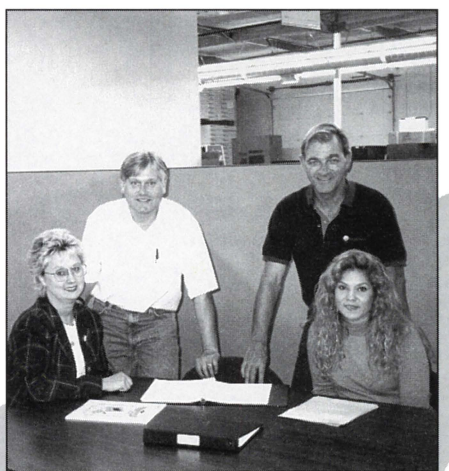
Anita Platacis, sales coordinator, joined Namco in August. She has seven years in the industry starting at Taito America Corp. in 1989. She moved to Capcom in June 1995 and was promoted to sales administrator in May 1996. Her primary responsibilities include coordinating shipments of all Namco products.

Helen Hanson, director of manufacturing, joined Namco in 1992. Prior to joining the coin-op industry she gained 10 years experience in various manufacturing management positions within the semiconductor and printed circuit board industries. Helen holds a B.S. in business/computer science. She and her husband Michael are expecting their first child this month.

Kaz Murakami, purchasing/-planning manager, joined Namco

Toni McCottrell (l) and Cindy Costa in purchasing.

Kenji Hisatsune with Pam Torres.



From left: Betty Ondich, Jim Delaney, Bill Sebou rne, and Kim Esparza.

From left: Craig Ward, Lucinda Bender, and Robert Corona.

From left: Rey Benavides, June Ahloo, and Matt Stultz in inventory and shipping/receiving

From left: Cheryl Ballestracci, Susanna Fong, Ester Napolis, and Don Davis.

From left: Susan Barber, unknown, Steve Turner, Kaz Murakami, Jim Delaney, Thu Ngo, and Helen Hanson.

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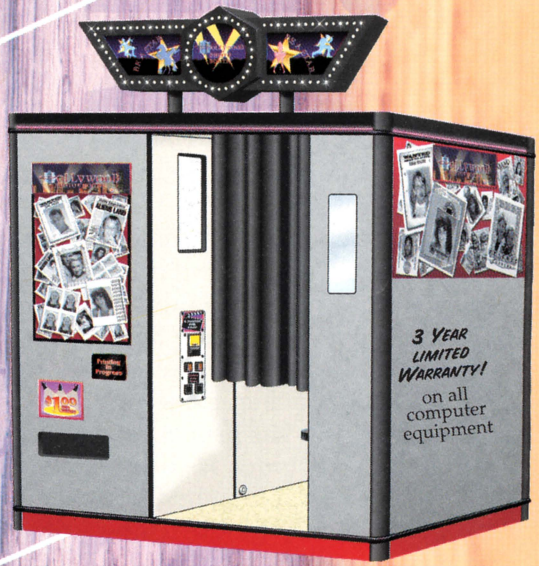

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Ltd. in Tokyo in 1988 as overseas sales representative. He transferred to Namco America in 1993 and oversees all purchasing and planning requirements for the manufacturing department.

Susan Barber joined Namco America in 1993, where she is the manufacturing office administrator under the direction of Helen Hanson. Prior to Namco, she gained sales and accounting experience at Sega Coin-Op for two years. Susan holds a B.A. degree in Behavioral Science and enjoys spending time with her husband and 19-month old son, Austin.

Jim Delaney, customer service manager, joined Namco in October 1994. His previous experience as an electrical engineer at a company that manufactures flight motion simulators dovetails into the current generation of Namco's DX games: *Tokyo Wars* and *Aqua Jet.*

Jim said, "We extend a lot of thanks to our distributors, whose generous feedback has been extremely valuable in efforts to improve game quality and technical support."

Bill Sebourne, customer service technical support, has over 20 years in the gaming industry. He worked at Santa Cruz Seaside Co. for 13 years and three years as a route technician. He joined Namco in 1993. His primary responsibilities include issuing RMAs, technical support, and he is an important part of the trade show team.

Betty Ondich, sales order administrator, joined Namco in 1994. Her previous customer relations experience at Hewlett-Packard is a definite asset to the department. Betty truly enjoys working with all the distributors providing them with spare parts; sourcing those hard to find game parts is her forte.

Kim Esparza, sales order administrator, has been with Namco for two years. Her responsibilities include parts orders, issuing RMA credits, and data entry. Kim enjoys working with customers and providing solutions to their inquiries.

Susanna Fong, controller, has been with Namco since June 1989. She is in charge of all accounting functions. Susanna was previously employed at Atari Coin-Op from 1981-1985. She worked for Atari Operations in 1989 prior to moving over to Namco America.

"Namco has a superior track record in building products that appeal to all aspects of the industry."

Pam Torres is the executive assistant to the president and travel coordinator. Pam started in the industry in May 1989 at Atari Games. She was one of the few selected to join Namco America when the company acquired Atari Operations. Her primary responsibilities include assisting Kevin Hayes and making all travel arrangements for Namco America and Namco Cybertainment.

Cheryl Ballestracci, credit supervisor has 20 years experience in credit administration and various accounting functions. She held positions at both Atari and Activision before joining Namco in 1990. She is in the process of earning a Financial Planning License and enjoys traveling to warm exotic places.

Esther Napolis, manager of human resources and administration, joined Namco in 1993. She has 10 years experience in the human resources field and considers her position a challenge in the design and implementation of benefit plans.

June Ahloo joined Namco America in November 1992 as parts administrator. Since then she has been promoted to inventory control supervisor, where her responsibilities include running the assembly line of game kits, maintaining inventory control, and shipping and receiving.

June has been in the industry for nine years, five of them with Sega. Her years of experience in customer service and inventory control has given her a positive approach in assisting Namco America provide the industry with quality products.

Aside from her duties at Namco, June is married and has two adorable children, Jacqueline and Jasmine.

Lucinda Bender praised the staff for their work and had this to say to the industry: "We wanted the industry to get to know us a little better. I hope that the information will help to get you in touch with the right person to assist you with your daily business. Namco has a superior track record in building products that appeal to all aspects of the industry.

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FROM LEFT FIELD

November is no time TO REST

All right, AMOA and Fun Expo have come and gone and there's a little time to take a deep breath and relax. But don't get too comfy, because the action resumes this month with the Intl. Association of Amusement Parks and Attractions' annual convention and trade show.

In fact, November has me all aquiver in anticipation of IAAPA, the mother of all entertainment shows, to paraphrase myself paraphrasing that well-known Middle Eastern madman poet Saddam Hussein.

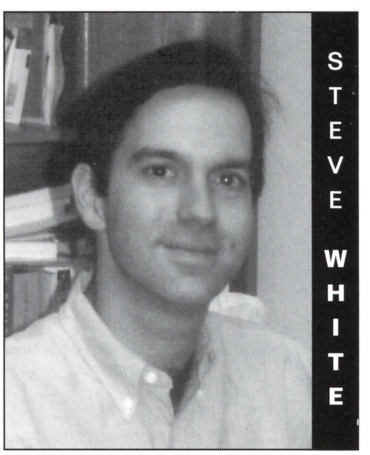
However, November also brings another thrilling event for a political junkie like me, the 1996 presidential election, pitting that waddling waffler Bill Clinton against an aging and Grinch-like (or Gingrich-like as the case may be) Bob Dole.

So what do these two events have in common with the exception of a close proximity in time? On the surface, very little. Yet I must admit that in my own mind they offer a ripe opportunity to meditate on some perverse theory of global economics. Or something like that. Whatever, as Bob Dole might say.

Much of the campaign debate has centered on competing views on how to move forward in an ever-changing world. While Clinton would look to the future to extrapolate a system of values needed to meet changing times, Dole says that change is a constant and what is needed to navigate these waters is a core belief in an unchanging moral structure that has been lost.

Our own industry is currently locked in a fight-to-the-death struggle with changing times and changing technology, at different times seeing both its death and salvation reflected in the march toward an increasingly wired world.

In covering last year's IAAPA show, we chose another paraphrase to headline the story, that famous Disney mantra "It's a small world after all," and in that coverage we noted that coin-op exhibitors were increasingly viewing the show as a prime opportunity to reach that rare growth market, the international community.



STEVE WHITE

In that same issue of Play Meter, then-AMOA president Randy Chilton called the IAAPA show, "a good show for the coin machine operator to attend (and) see what other segments of the entertainment industry are up to."

This is prudent advice from Chilton, who was then serving as the anointed head of the nationwide family of coin machine operators. Not only is it good to "see" what others are up to, but more importantly to take those observations home and use them to stay competitive. This kind of progressive outlook will be essential in the years ahead if the coin machine business is to remain viable.

With technological developments creating new opportunities and making the world a smaller place in which to do business, amusement firms of all kinds—be they operating companies, distributors, manufacturers, or trade magazines—will find themselves playing on a much larger field.

Maybe this meditation helps answer another item up for debate in this year's election. In accepting his nomination, Dole chided Hillary Clinton's book "It Takes A Village," saying instead that it takes a family to raise a child.

If I might be permitted one more paraphrase in defense of the economic child that the new world of technology will produce, I would like to recall one of my most quotable sources, media theorist Marshall McLuhan, who argued that the rise in electronic media would create what he called a global village.

Perhaps it takes a global village to build that bridge to the 21st century, nurturing the nascent networked society and understanding what it will mean for the commercial amusement game business. ▲

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COIN-OP NEWS

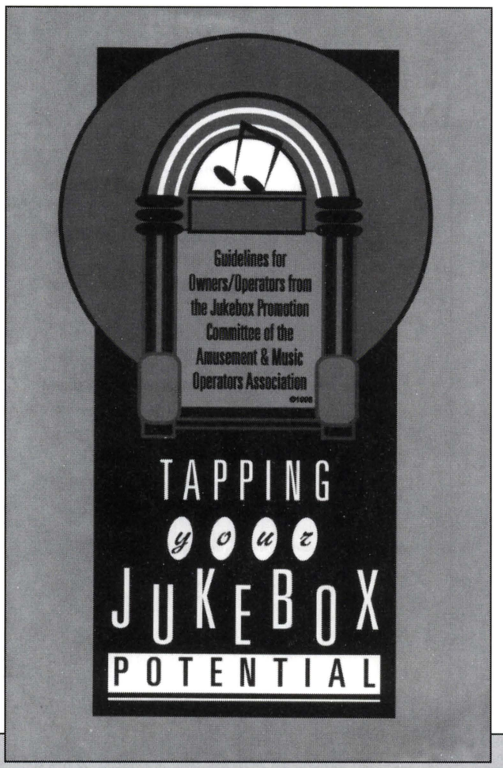
Jukebox promotions abound in November

Vendors nationwide have scheduled a wide range of promotional activities to celebrate National Jukebox Month, and AMOA has joined the fray with several tools to help operators take advantage of this month's festivities.

Companies already planning promotions include ATM Distributing of Streetsboro, Ohio; Dolphin Music of Norcross, Ga.; Eastern Music One-Stop of Bensalem, Pa.; Hot Hits of Nashville, Tenn.; The Latin Jukebox of Garden Grove, Calif.; Music Operators Service of Fullerton, Calif.; and Nile Music of Milwaukee, Wis.

Events will range from providing promotional stickers and discounting sales to offering back issues, running location contests, and sending out mailers.

For its part, AMOA has published a handbook entitled "Tapping Your Jukebox Potential," covering a wide range of subjects including: finding and pitching the location, selling against competition, placement and maintenance, music programming, promoting and marketing, selling to the home market, location agreements, contracts, splits, and licensing.



AMOA will also be sending out a reminder flier with a few suggestions such as having employees answer the phone with a mention of National Jukebox Month, contacting local news media for a possible feature story, and attaching a mention of the commemorative month to correspondence and other printed materials.

In addition, a press release concerning AMOA's updated Top 40 Singles of All Time is being sent to a number of national media outlets and will be available for operators to use on the local level as well.

For more information, or a copy of any of these materials, members can contact AMOA headquarters at (800)937-2662 ext.3259.

WMS video game subsidiary files for initial offering

WMS Industries' video game subsidiary Midway Games Inc. has filed registration papers with the Securities and Exchange Commission for its initial public offering of 5.1 million shares of common stock. The offering was scheduled for late last month.

The anticipated initial offering price was $20-22 per share, and a total of approximately 5.8 million shares will be issued if the underwriters' over-allotment option is exercised in full.

Midway will have 38.5 million shares outstanding (approximately 39.2 if the over-allotment is exercised in full) of which WMS will own 33.4 million shares. The newly formed entity will be comprised of both coin-op and consumer game production and sales.

The managing underwriters for the offering are Oppenheimer & Co., Hambrecht & Quist L.L.C., UBS Securities L.L.C., and Wasserstein Perella Securities Inc. Midway intends to use the proceeds for working capital and general corporate purposes to pay a $50 million dividend note owed to the company and to repay seasonal working capital borrowings.

In other news, a federal court in Illinois has ruled against WMS in pending litigation with International Game Technology regarding a slot machine component patent. The court found that certain WMS reel-type slot games did infringe on an IGT 1984 Telnaes patent and awarded damages and an injunction to IGT.

WMS expressed its intention to appeal the decision and noted that newer WMS slot machines are designed differently from the ones in question. WMS also said potential damage awards would not exceed $2 million.

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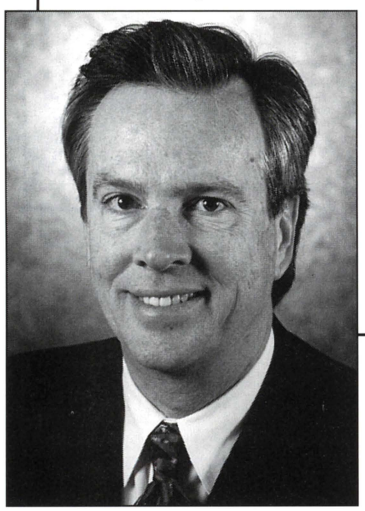
Dynamo, Struhs tapped for exporting award

Dynamo Ltd. and company vice president of sales and marketing Mark Struhs have been named 1996 Exporter of the Year by the national Small Business Administration.

The award was given for showing creative overseas marketing strategies, providing effective solutions for export-related problems, and volunteering assistance to other businesses interested in exporting. Dynamo was one of eight companies across the country to receive the award.

This marks the second time Dynamo has been honored for its exporting prowess. In 1994, the company was the recipient of the President's E Award for Excellence in Exporting, which is the nation's highest award for United States' companies.

Dynamo currently exports to 50 countries worldwide, and exporting accounts for approximately 23 percent of the company's sales.



Dynamo and the company's Mark Struhs have been named 1996 Exporter of the Year by the Small Business Administration.

King Plush debuts Mickey Mouse for skill cranes

Carson, Calif.,-based redemption merchandiser King Plush has introduced a 14-inch Mickey Mouse plush toy, as well as several other Disney favorites including Minnie, Donald Duck, Daisey, Goofy, and Pluto.

Patrick Klasno, president and owner of King Plush, says this new addition to pre-pack plush mixes will be available in December.

"I only supply soft stuffed toys that children will want to hug, stuffed toys that will give children good dreams at night—Disney Dreams to be exact," adds Klasno.

AAMA to receive award this month

An official awards presentation being held to present AAMA with the Department of Commerce E Award for exporting has been scheduled for Nov. 8 at the federal agency's new office in Highland Park, Ill.

As reported earlier, the association was given the award for its efforts in increasing exports from the United States. Commerce Secretary Mickey Kantor will be on hand to present the award.

Kantor will be joined by Congressmen John Porter and Sidney Yates, as well as local mayors and other dignitaries. AAMA president Rick Kirby and executive director Bob Fay will accept the award on behalf of the association.

"We are pleased to be able to have this opportunity to share this experience with the association's board of directors, foreign business development committee, the industry trade press, and our general membership as their support helped lead to our achieving this special award," said Fay.

BullShooter tour gets underway

Electronic dart manufacturer Arachnid Inc. of Rockford, Ill., kicked off its $250,000 BullShooter tour last month in Branson, Mo., with more events offered this year on a regional level, $1,000 more in prize money for each regional event, and an additional $10,000 in prize money up for grabs at the finals.

The company says the repeated success of the tour is evidenced by wider and more concentrated support on the part of operators, locations, and players across the country.

In addition to the Branson event, qualifiers will take place in California, Minnesota, Pennsylvania, Florida, Connecticut, Ohio, Wisconsin, North Carolina, New York, Iowa, Washington, Texas, Georgia, and Arizona. A number of international qualifiers will be held throughout the season.

With the addition of two main events, players at the qualifying level will compete in Men's Doubles, Women's Doubles, Pro Doubles, Mixed Triples, Cricket Doubles, Pro Cricket, Women's Singles, Men's Singles, Pro Singles, and Mixed Cricket. All first, second, and third place winners qualify for the finals.

A Top Gun Challenge will also be played at each regional event with the winning team qualifying for the Top Gun Playoff at the finals. The BullShooter World Championship, offering $105,000 in prize money, will be held in Chicago, May 23-26, 1997.

Operators will be able to qualify players through packages offered to BullShooter association members; the kits include certificates to the finals, location posters, hotel information, and a packet of rules and guidelines for setting up and running a successful BullShooter league program. For more information, or to become an association member, call (800)435-8319 or (815)654-0212.

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Astro acquires new facility, game line

Astro Distributing of Rock Island, Ill., has acquired a 21,000-square-foot facility formerly home to a used car dealership. It is equipped with a showroom and a parts and service department, as well as a body and paint shop.

"This should allow us to better serve our kiddie ride and redemption game customers who are looking for refurbished equipment in a more timely manner," said Astro's president John Nelson.

Larry Adamson, formerly of R & M Enterprises and a 25-year veteran of painting kiddie rides, will be in charge of the body shop and paint facility. Matthew Henning and Tood Gruis, both graduates of Hamilton Technical College, will head up the service department.

Other staff members include parts manager Bo Abbot, pick-up and delivery specialist Don Varnell, office manager Debbie Handley, vice president of operations Tim Kerr, and the newest addition to Astro, Vicki Fletcher, who will handle accounts payable and receivable.

Astro has also been named the exclusive distributor for all Phoenix Games & Amusements redemption pieces. Phoenix manufactures *Round-N-Round* and *Shot Clock 2.*

"The decision to grant Astro this right was an easy one," said Michael Homas, president of the Tempe, Ariz.,-based game manufacturer. "John Nelson and Astro stepped up to the plate when we needed to gain exposure in the redemption marketplace. In less than a year, Astro Distributing has placed nearly 250 pieces for Phoenix Games & Amusements."

For more information on Astro's new facility, or product from Phoenix Games & Amusements, call (800)797-7066.

American Vending extravaganza

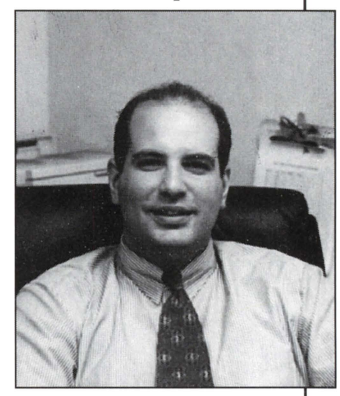
Chicago area distributor American Vending Sales celebrated its 25th anniversary last month. Friends and business partners at Saverino & Associates marked their 15th anniversary as well. Look inside for more coverage of the event.

Childrobics merges with Just Kiddie Rides

Childrobics Inc. of Farmingdale, N.Y., has undergone a major restructuring that includes the completion of a merger with amusement supplier Just Kiddie Rides, also of Farmingdale, as well as the sale and transfer of several struggling locations and the infusion of $1.5 million in new capital from a group of institutional investors.

Jerry Reda, formerly president of Just Kiddie Rides, has been named president, CEO, and board chairman of Childrobics as a result of the recent changes. Reda said the restructuring will allow Childrobics to concentrate on its core business of coin-op games and rides for children.

"The sale of these fixed-site locations, along with the elimination of redundant operations should save the combined company over $6 million annually, and moreover the additional new capital, along with the financial strength of the Just Kiddie Ride operation, should virtually erase the trade debt that has been a drag on the growth of Childrobics," said Reda.



Jerry Reda has taken over as president, CEO, and board chairman at Childrobics following a major restructuring.

Just Kiddie Rides, which will bring an additional $6.5 million in revenue to Childrobics, has distribution and operating contracts with many national retailers including Toys R Us, Wal-Mart, BJ's Wholesale Club, King Kullen, Edwards, and Foodtown.

As part of this restructuring, Childrobics announced the sales of its three playcenters in Danbury, Conn., and Lynbrook and Medford, N.Y., to Express Vending Corp. for $410,000 in cash and short-term notes as well the assumption of an aggregate debt of $450,000.

Playcenters in Manhattan, N.Y., and Bayside and Avenue U in Brooklyn, N.Y., have also been transferred to former chairman Sal Casaccio for the assumption of debt as part of his separation agreement.

Casaccio, president Joe Melnick, and executive vice president Richard Bartlett have all left the company and resigned their positions from the board. Remaining board directors Conrad Gunther and Douglas Fox expressed enthusiasm for the recent developments.

"The company is now on its way toward solid financial footing, thanks in part to the funding and confidence of our institutional investors; our trade and other short-term debt have been eliminated," they said in a joint statement. "More importantly, we have installed a dynamic new leader. Jerry Reda is an executive with a proven track record of success in this industry and is admired and respected by both suppliers and customers. The future is now bright for the new Childrobics"

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Pinball Expo set for this month

Pinball enthusiasts from across the country and around the world will converge at the Ramada Hotel in Rosemont, Ill., for Pinball Expo '96, Nov. 14-17.

Renowned for enthralling pinball-related events, show promoter Rob Berk promises another exciting event. Seminars and presentations will cover learning how to play pinball, reproduction parts, and shipping pin games, as well as talks by popular speakers Joe Kaminkow and Pat Lawlor.

Players will get an opportunity to test their skills in the four-day Flip-Out'96 Tournament, a world-class competition awarding a brand-new game to the winner. New this year will be a tournament on games from both the 1950s and 1960s, with a game from each era awarded to the top player.

An art contest, autograph session, and 200-plus pin game auction will also be held in conjunction with the exhibit hall showcasing games and parts for sale. For more information, call (330)369-1192 or (800)323-3547.

Industry pros to host Leisure Expo seminars

Many of the biggest names in family amusement, leisure, bowling, and entertainment will anchor informative business-building seminars during Leisure Expo '97 at Orlando's Orange County Convention Center, Jan. 16-18.

The seminars, offered free to all registered attendees, will cover a wide range of topics including: entertainment parks, tourist attractions, bowling centers, arcades, cinemas, family entertainment centers, miniature golf courses, go-kart tracks, resorts, and campgrounds.

Within these broader topics, speakers and panelists will touch on personnel issues, foodservice options, safety, marketing, insurance, financing, and maintenance.

During the show, the Bowling Proprietor's Association of America will hold its mid-year board meeting and sponsor a seminar on industry trends and promotional possibilities. Speakers at the event will be Rex Haney, Gage Center Bowling in Topeka, Kan.; Jim Doty, Royal Pin Leisure Center in Indianapolis, Ind., Bill Kuczinski of Fairview Lanes in Fairview Park, Ohio, and Doug Patrick of Bowl 2000 Family Fun Centers in Murfreesboro, Tenn.

Organizers say the show will draw 7,000 industry members who will visit more than 600 exhibit booths. For more information, call (305)448-7976.

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Wells-Gardner to assemble and market Wee Chin cabinet

Shaking on the deal at AMOA '96, (l-r) Jim Roberts of James Industries, Anthony Spier of Wells-Gardner, and Thomas Tol of Wee Chin.

Chicago-based Wells-Gardner and its independent sales representative, James Industries, have entered into an exclusive assembly and distribution agreement with Wee Chin Enterprises of Taiwan to market the latter's OK Baby cabinet and other products throughout the United States, Canada, and Mexico.

"I am very excited about the sales potential of these products," said Anthony Spier, Wells-Gardner chairman and CEO. "These products have been extremely well received at both the ACME show last March in Orlando and at the recent AMOA show in Dallas. Wells-Gardner will have the opportunity of making two margins with this business, a margin on assembly of the cabinet and another margin on the monitor installed in the cabinet."

Citing his 30 years of experience in the business, James Industries chairman Jim Roberts said he expected Wells-Gardner to have "very significant" sales of the cabinet.

"The cabinets are uniquely molded and each cabinet will have a high-quality switchable Wells-Gardner monitor, each of which is capable of handling both medium and standard resolution games," Roberts said. "This makes these cabinets very flexible for the game operators and allows them to make a terrific return on their investment."

Spier said sales and earnings from the OK Baby cabinet will probably start in the fourth quarter of 1996 and have a significant effect on the company's bottom line in 1997.

Wells-Gardner also recently reported an order of $750,000 for its new Intranet product, which accounted for $400,000 in sales in the second quarter of 1996. Total Intranet sales for this year are expected to come in at approximately $1.5 million. The Intranet monitor is connected to a control center based in the Midwest, which interfaces with the Internet.

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International Theme Park Services Inc. has been awarded the design contract to expand, enhance, and rehabilitate Lake Compounce, the oldest operating amusement park in the United States. Located in Bristol, Conn., Lake Compounce just completed opening for its 150th season. Total expenditures for the rehabilitation and expansion are anticipated to cost $22 million. ITPS is a Cincinnati-based consulting firm specializing in theme park and leisure analysis, design, operations planning, and on-site management.

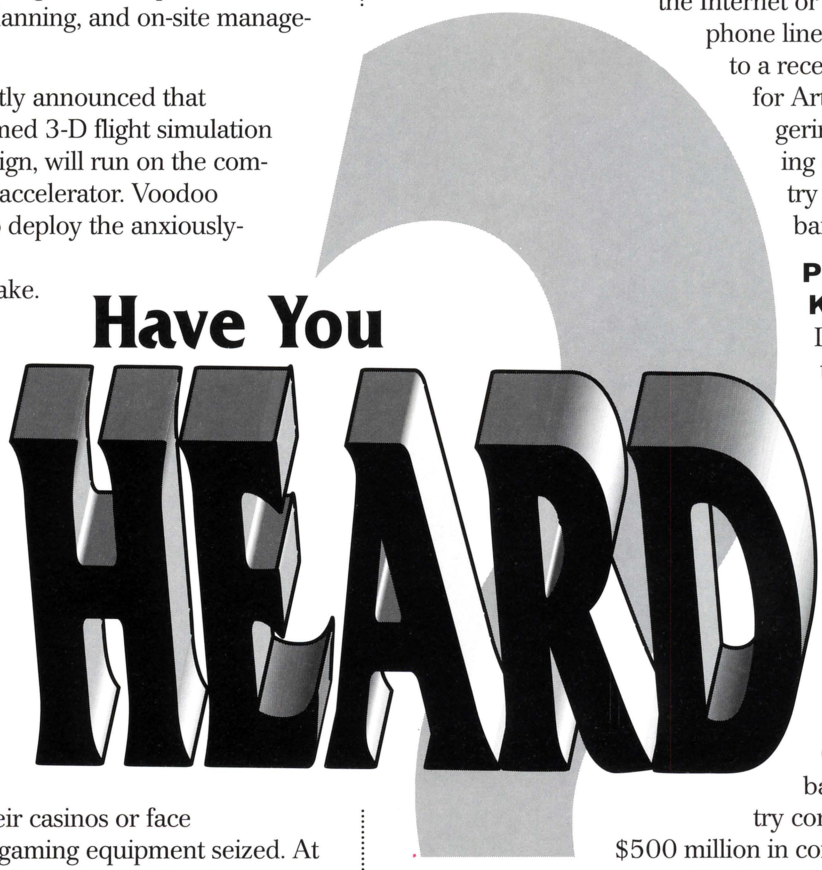
3Dfx Interactive recently announced that *EF2000*, the critically-acclaimed 3-D flight simulation game from Digital Image Design, will run on the company's Voodoo Graphics 3-D accelerator. Voodoo Graphics is also being used to deploy the anxiously-awaited port for Windows 95/NT 4 of id Software's Quake. It will be optimized to run under Microsoft's Direct3D APL.

The U.S. Department of Interior has denied federal recognition to the 80-member Golden Hill Paugussets, a Native American tribe seeking to build a casino in western Connecticut, the AMOA Legalized Gaming Guidepost reported. The tribe plans to appeal. A federal judge has also ordered two tribes in New Mexico to shut down their casinos or face having $2.1 million worth of gaming equipment seized. At least one tribe vowed to fight the ruling, while other courts in New Mexico have yet to rule on the constitutionality of casino gaming in the state.

A new poll shows that a majority of Ohio voters are still opposed to a proposed riverboat gaming measure, the Guidepost reported. The survey found that 53 percent of registered voters plan to vote against the measure on election day. Six percent were undecided, while 41 percent said they would support the constitutional amendment.

AMOA plans to approach the Federal Reserve board, through government relations manager Chris Hogan and chairman of the government relations committee Jim Stansfield, to explore the idea of putting together a conference next year on the proposal for a new dollar coin. "Right now the dollar coin and subsequent savings have made it into the budget bill in Congress," said former AMOA president Randy Chilton at Expo '96. "It has made it farther than ever before. We feel we can win this debate." Congress adjourned for the year without passing a budget.

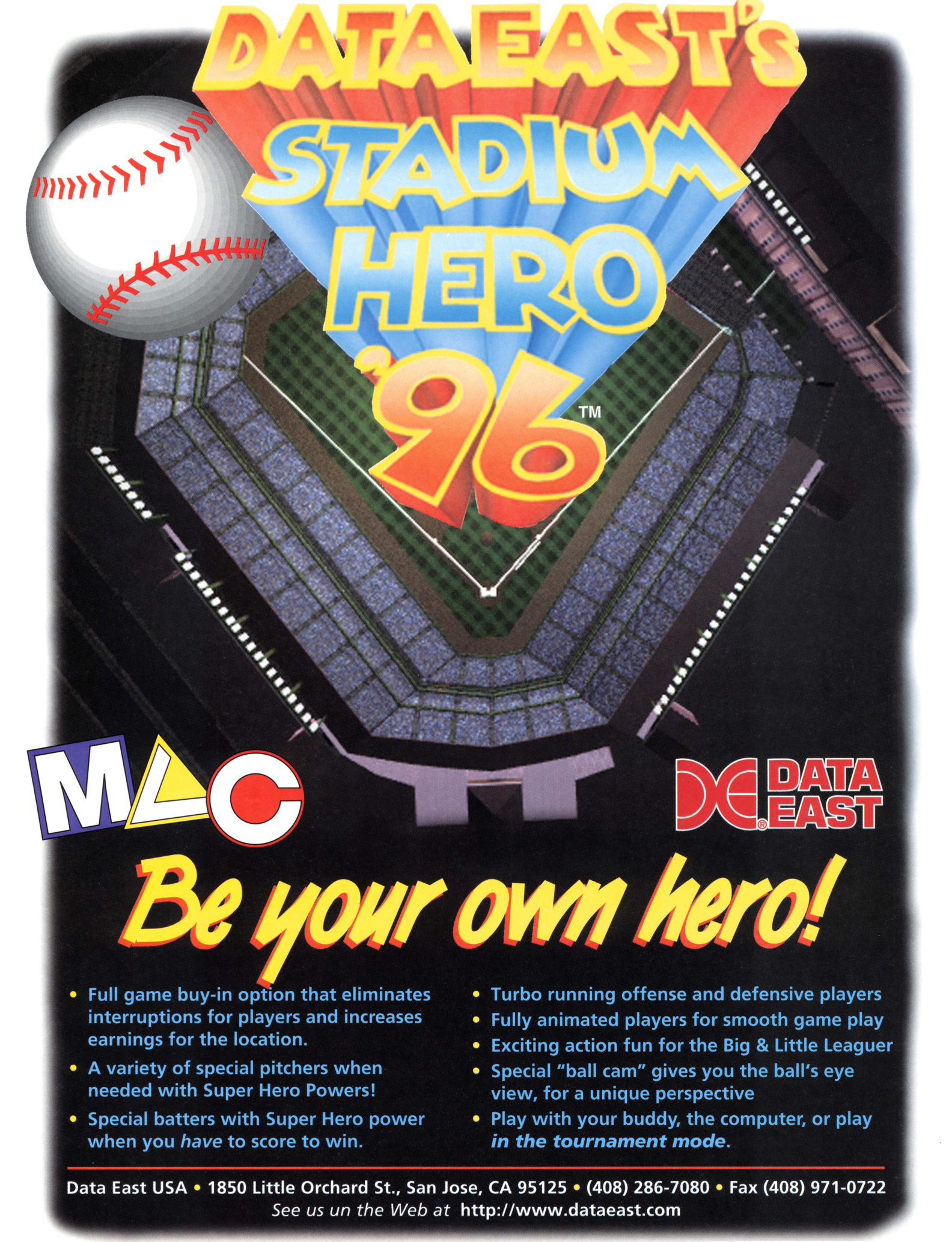
With the explosion of Internet activities around the world, the U.S. Justice Department is contending that any wager by an American citizen on the Internet or through interstate phone lines is illegal, according to a recent report prepared for Arthur Andersen. Wagering on flights entering or leaving the country has also been banned by Congress.



Public Internet Kiosks, the San Diego-based Internet technology company, has received its first order for two production units of its proprietary Internet Station, a pubic access Internet merchandise and information vending station. The buyer is the Continental Group, a California-based vending industry consortium with over $500 million in combined annual revenues. Continental plans to install one of the stations in a southern California location with the second site to be determined later.

Virtuality, developer of immersive VR game systems, has released its newest game, *Pac-Man VR*. Through a licensing agreement with Namco, Virtuality has brought immersive 3-D vision and sound to the ever-popular game, allowing players to be taken directly into the game development and become Pac-Man.

Interim parental advisory stickers for video games, or information on ratings for older games, are available by calling (800)YES-AMOA. ▲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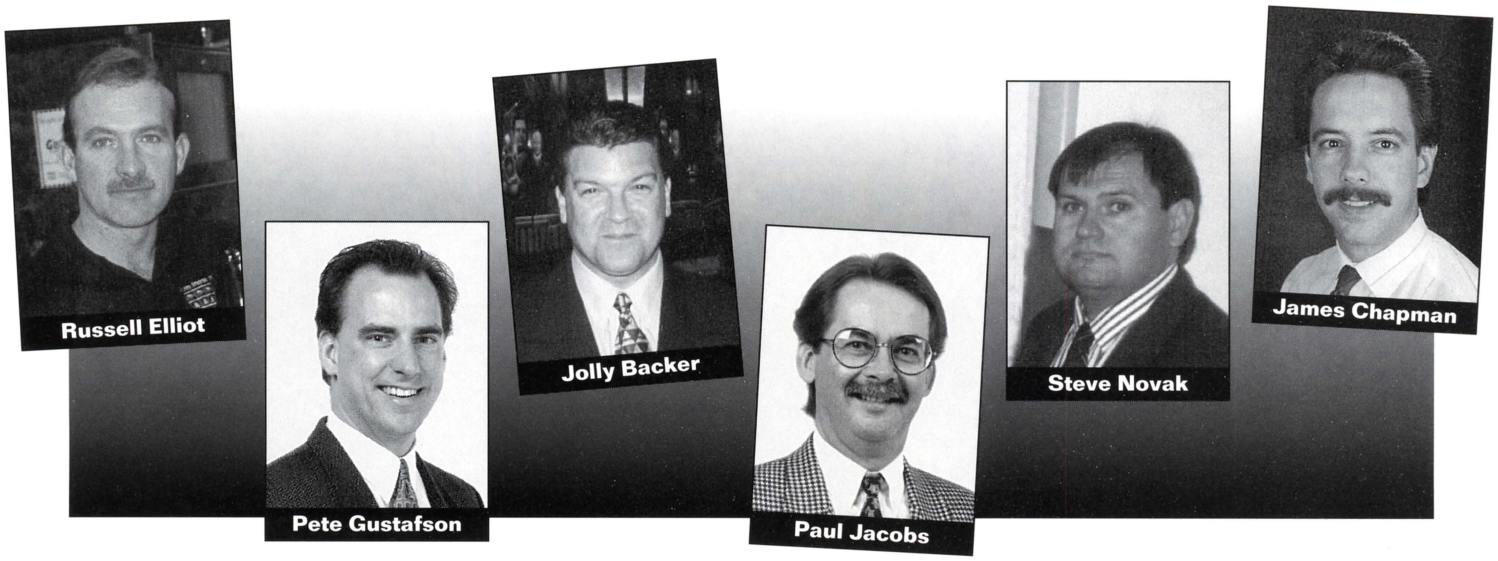

RUSSELL ELLIOT, formerly of Games of Tennessee, has joined Kevin Sharp Enterprises in Murfreesboro, Tenn. Elliot, who has four years of industry experience will serve as a sales representative for the company that produces its own line of games and components and distributes product for Diversified Systems, Dynamo, Mars Electronics, Seeburg, and Wells-Gardner. Elliot can be reached at (615)624-9099.

PETE GUSTAFSON, who has been a fixture at Sega Pinball as North American sales and marketing manager, has been named special projects sales manager for Sega GameWorks. He will continue to work out of the Sega Pinball office in Melrose Park, Ill., and can be reached at (708)786-7038.

JOLLY BACKER has replaced Gustafson at Sega Pinball after serving as executive vice president of sales and marketing at Island Design. Backer is an industry veteran who has worked as vice president of coin-op sales at Jaleco USA and held positions at Data East and Capcom. He can be reached at (708)345-7700.

Former SNK president **PAUL JACOBS** has formed a new firm, AmeriCoin, to represent products from overseas such as ElectroCoin. The company's temporary address is 4619 E. Rowel Road, Phoenix, Ariz. 85024; (602)502-2585; fax (602)998-6997. Look for more details on Jacobs' venture in coming issues.

DAVE KRISTAL, an eight-year veteran at Valley Recreation Products as promotions manager, has accepted the position as marketing manager for darts at Bensalem, Pa.,-based Merit Industries.

ROBERT ABRAMS, former president and chief operating officer for Claire's Boutiques, has been named president and CEO of the MCEC Enterprises' joint venture with Lancit Media Productions and KCET/Los Angeles public television to develop a national network of children's entertainment super centers based on the PBS series, The Puzzle Place. Robert Wise, president of Batter Up Family Fun Center in Chicago will be the organization's executive vice president and chief operating officer.

G.L. Technology in Rolling Meadows, Ill., welcomes another member to its corporate family, nine-year industry veteran **STEVE NOVAK**, who formerly served as manager of manufacturing and operations at Data East. Novak will serve as technical service manager at the company, which manufactures sports-themed amusement products including the popular *Putting Challenge II.* His main focus will be to oversee and provide technical and sales support. G.L. says that his extensive knowledge and experience in coin-op should make him a valuable asset.

Immersive Technologies, manufacturer of the Kimera coin-op virtual reality game, has named **JAMES CHAPMAN** vice president of sales and marketing. Chapman brings 10 years of video game experience to the job, having worked in sales and marketing at Sega Enterprises, SNK, Taito, and Colorado Game Exchange. "His depth of industry-specific sales and marketing experience will add to our already strong team," said Immersive chairman Robert Solomon. Chapman fills the position recently held by company creator and founder Franklin Wilhelm, who passed away on Aug. 4.

The Bally Total Fitness Holding Corp. has appointed **LEE HILLMAN** to the position of president and CEO. Hillman, who replaces retiring president Michael Lucci, has served as executive vice president of Bally Total Fitness and chief financial officer and treasurer of Bally Entertainment Corp. He will retain the latter position until Bally Entertainment's merger with Hilton Hotel Corp. is completed later this year. ▲

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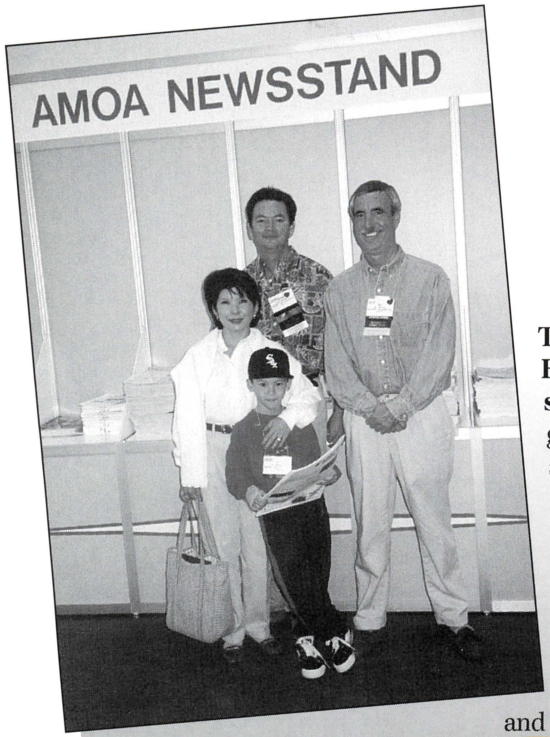
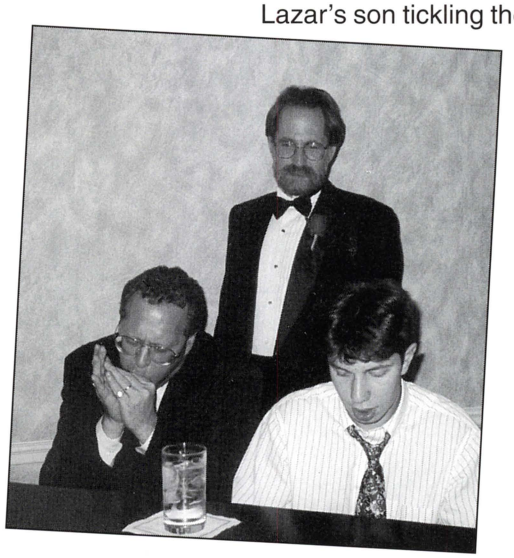
BEYOND THE PLAYFIELD



The AMOA Expo '96 newsstand was a great gathering spot for show attendees this year. Here Glenn Anderson of Microworlds in Hawaii, his wife Violet, and son Lee pick up some reading material. Bill Beckham (r) of Red Baron Amusements in Ohio serves with Glenn on the board of directors of the association.

AMOA Expo's annual awards show and banquet brought out talent from unexpected places. Pictured are Bob Mills of Arachnid playing a spirited harmonica, Dale Lazar's son tickling the ivories, and Dale Lazar of H. Lazar & Son in Pittsburgh, Pa., standing behind them.

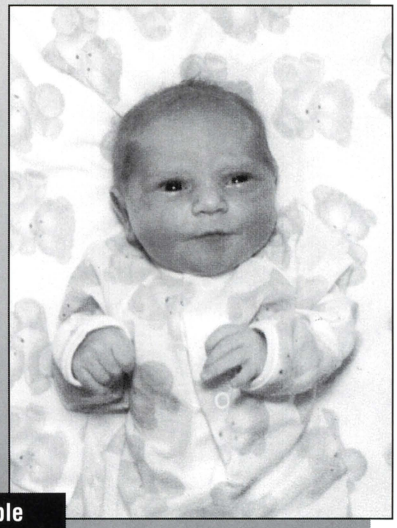


Technical guru Randy Fromm of Randy Fromm's Arcade School in San Diego, Calif., attends all the major trade shows. This year was no exception as Randy displayed his technical videotapes in the Play Meter booth. Fromm, who now writes exclusively for Play Meter, was also busy preparing live show reports that were quickly transferred to cyberspace and his Internet site, AIM (Amusement International Magazine). To find AIM point your browser to (http.//w3.thegroup.net/-aim); or send e-mail (aim@thegroup.net).

Baby announcements: Dennis Sable of Greystone Technology is all smiles over the birth of granddaughter Kaitlyn Elaine Sable born Aug. 26. She weighed 6 lbs. 13 oz., and measured 19 inches long. Mom Mandalyn Sable and baby are doing fine.

Michael Getlan of Amusement Consultants and his wife welcomed a baby girl into their family on Oct. 1. Little Gillian Wade Getlan made her appearance a month early, weighing 4 lbs. and 12 oz. Big brother Isaac, who is five-and-a-half, dictated a poem to his parents for the occasion. It was titled "A Baby is a Gift From God."

Gene and Nancy Urso of Madison Coin are thrilled with the arrival of grandson Dominick Joseph Urso born Sept. 25 weighing 7 lbs. 1 oz., measuring 20 inches long. This is the first child for son Tony of Madison Coin and his wife Jackie, as well as the first grandchild for Gene and Nancy.



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Trade shows can be exhausting! Here Royce Green of Green Games in Memphis, Tenn., takes a show time-out at the Intergroup Systems booth in a massage-equipped easy chair.

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Bill Johnston and Sharon Johnston of Johnston's General Store in Buffalo, N.Y., proudly show their daughter's name on the list of Wayne Hesch scholarship winners displayed at the AMOA Expo. They related the story of how Molly, 17 and an honors student as well as class president, was asked to teach the sophomore and junior electronics classes when her high school teacher suffered a heart attack and had to undergo surgery. She located videotapes from Randy Fromm's Arcade School to help her with the class. A great endorsement for the power of Randy Fromm and the resourcefulness of Molly.

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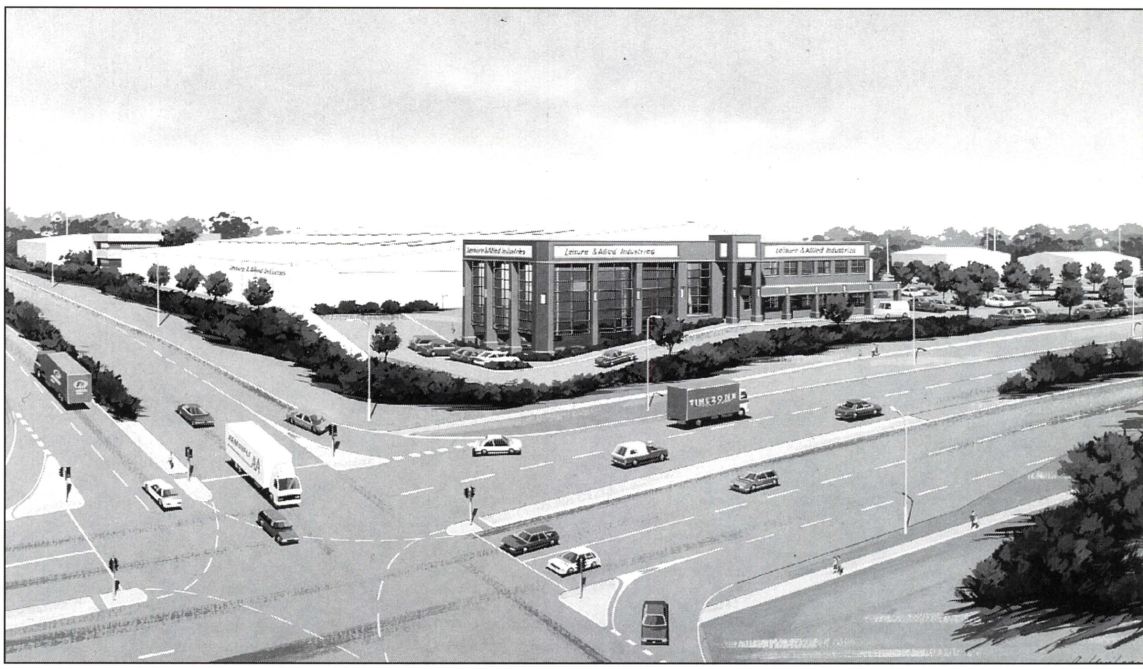
LAI builds new Australian office

Leisure and Allied Industries, the Perth-based amusement manufacturer and operator has announced plans to build a $10 million, 19,000-square-meter office, which will include a showroom, factory, research and development department, and warehouse.

This new facility will be located between downtown Perth and the international airport. As part of the expansion, LAI will equip the company's head office with the latest in computer hardware and software coupled with an advanced communication system including teleconference facilities.



Leisure and Allied Industries has announced plans to build a new $10 million office in Perth, Australia.

Factory premises will incorporate the latest manufacturing equipment, and the research and development department will house the company's team of 30 engineers who are designing and developing both hardware and software for interactive amusement games.

All the new buildings are currently under construction, and LAI says this new $10 million facility is an endorsement of the company's commitment to the industry both in Australia and internationally.

Training seminar a success in Shanghai

A summer training session held by Cincinnati, Ohio,-based Intl. Theme Park Services at the new American Dream Park-Shanghai is being hailed as a success by all who participated.

Seven ITPS employees spent their summer working with 1,500 Shanghai residents in the Jiading district teaching them how to operate an American-style theme park.

"This was the most unique and most exciting challenge I have ever faced," said ITPS vice president of operations and planning Pam Westerman, who headed up the project. "Everything from personal grooming to very sophisticated operation of major ride devices was instructed."

The American Dream Park in Shanghai is the first of five parks being built by the American Dream Park and Entertainment Group Ltd. Additional parks will be built in China's remaining four largest cities: Guangzhou, Wuhan, Chengdu, and Beijing.

Virtual Concepts completes Venezuelan laser tag arena

Virtual Concepts of Indianapolis, Ind., recently completed work on a two-level, 2,500-square-foot laser tag arena for the Alphatropolis located in Valencia, Venezuela.

The Cosmic Rock Laser Arena features a futuristic playing field themed with intricate rock formations, archways, and stalactites, as well as 3-D murals and graphics. Alphatropolis is a completely enclosed, multimillion dollar virtual city filled with interactive entertainment games. Other companies working on the project included Thomson Entertainment, Virtuality, Sega GameWorks, Dream Park, and Visionz.

Virtual Concepts is a creative design and consultant company specializing in the development and construction of themed laser tag systems for FECs. For more information, call (317)834-8400; fax (317)834-3359.

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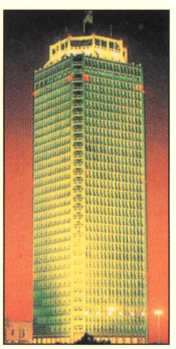

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Venturer Megaride to open in Calcutta

Thomson Entertainment's Venturer Megaride will be in operation this December at Science City in Calcutta, India.

Thomson Entertainment has broken into the growing leisure market in India with the recent sale of its 30-seat simulator, Venturer Megaride, to Science City in Calcutta.

The simulator is scheduled to begin operation on the 50-acre site in early December. It will be located in an area of the center dedicated to space exploration and flight.

Regional sales manager Simon Molseed reports that the attraction will feature a space/flight theme. "In line with the major objectives of Science City, the rides available will partially provide a learning experience," he explained. "However, the complex's management team has recognized the need to combine education with entertainment and there will also be a selection of computer graphic experiences from our ride library of over 40 titles."

Science City was built on an area of reclaimed land, and the transformation into a major attraction has included the construction of approximately 60,000 square meters of covered convention areas, theaters, and other visitor facilities. The facility will host the 2nd Science Centre World Congress in January 1999.

"We see this sale as a first step in building our business in India where there is considerable interest in investment in leisure," added Molseed.

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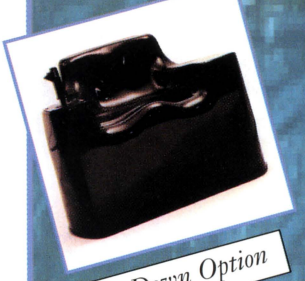
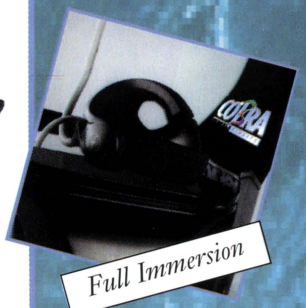


Sit Down Option



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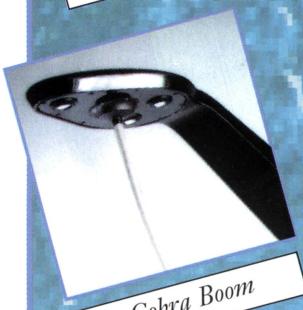
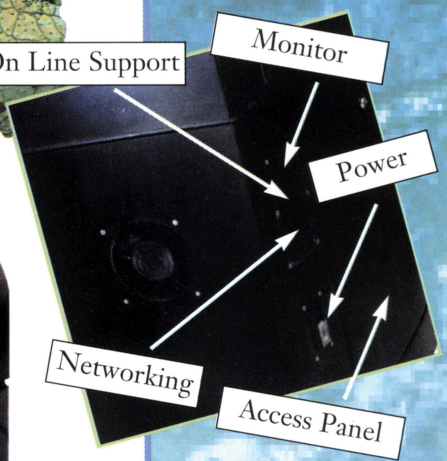


Cobra Boom



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Psygnosis racing titles to use 3Dfx accelerator

Psygnosis, Europe's largest consumer game development house, will deploy two of its popular PC racing titles, WipeOut XL (WipeOut 2097 for the UK release) and Formula 1 utilizing 3Dfx's Voodoo Graphics 3-D accelerator.

"Psygnosis is renowned for its intense game titles, particularly for the attention to detail and accurate modeling of real-life environments," said Andy Keane, vice president of marketing for 3Dfx. "Voodoo Graphics really does right by Wipeout XL and Formula 1."

In other 3Dfx news, the company's chipset will be one of the first platforms to support Scorched Planet, the air and land combat action game available this month from Criterion Studios and Virgin Interactive.

"The atmospheric 3-D special effects in Scorched Planet demonstrate the quality and speed that only Voodoo Graphics can deliver to the desktop PC," noted Keane. "These features are what make Voodoo Graphics the platform of choice for many game developers."

Exime experience

Joel Friedman (r), pictured with Rowe's Mexican distributor Enrique Calderon of Rincon Musical, reports that the Exime show held earlier in Mexico City was well attended by operators and that the Mexican economy continues to improve since the devaluation of that country's currency almost two years ago.

Amusement games likely to avoid ban in Taiwan

The Administrative Yuan of Taiwan has decided to place regulatory control of the country's amusement industry under the auspices of the Ministry of Economic Affairs. Removing it from the control of the Education Ministry is expected to replace the possibility of a ban with an inevitable overhaul instead, according to *Game Time Intl.* magazine.

Minister of Education Kuo Wei-fan is reportedly satisfied that his department has been relieved of the task of regulating Taiwan's problem-stricken amusement industry.

With this move coming on the heels of a governmental research report that describes the amusement game business as primarily commerce-related, operators are hoping to see new regulations released within the next few months.

The Ministry of Economic Affairs will also be charged with monitoring the industry along with local law enforcement authorities to ensure the prevention of gambling and other related activities.

Namco to expand European operations

Namco Ltd. Tokyo has announced plans to expand its arcade business in Europe through its subsidiary Namco Europe Ltd., *Game Machine* magazine reports.

Under the plan, the company will establish three new subsidiaries and open three new arcades in the U.K. and one each in France, Germany, and Israel.

Namco reportedly intends to increase its present nine arcades in the U.K., Spain, France, and Germany to 25 locations within three years, the magazine added.

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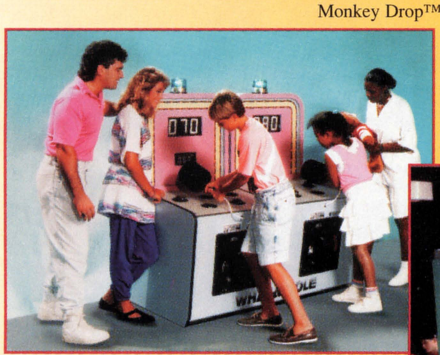

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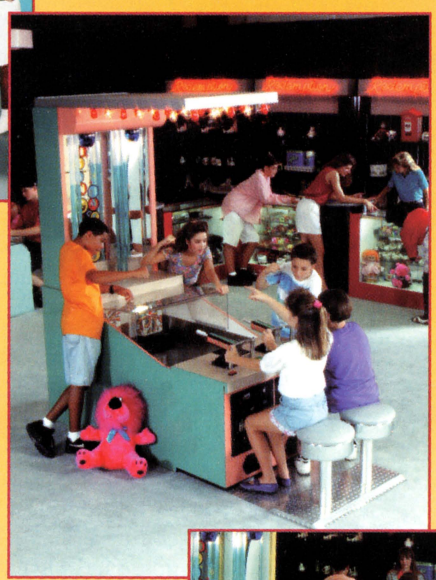

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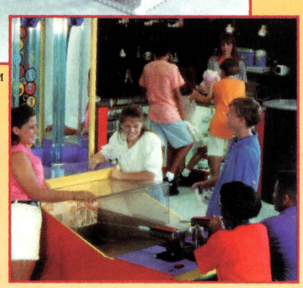

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Sega and Village Nine join forces

Village Nine Leisure has signed an exclusive distribution agreement with Sega Enterprises of Japan to distribute the latter's coin-op products throughout Australia and New Zealand.

The joint venture will commence with the launch of *Virtua Fighter 3*, and Village Nine will operate sales and service outlets in the major markets in both countries.

This announcement represents a value-added move for Village Nine's Intencity indoor theme park business. It also represent a major shift in direction for Sega, which has previously dealt with individual distributors in Australia on a product-by-product basis. Sega will now be able to participate directly in supply and service in both markets.

The decision came only weeks after the federal court of Australia handed down a decision confirming the copyright content of video games, a market in which parallel importation has become a hotly contested matter between rival distributors.

"We see the joint venture with Sega as a long-term strategic alliance of key importance for Village Nine in its bid to become the market leader in out-of-home entertainment," said Village Nine chairman Robert Kirby. "Further, the experience gained will facilitate our international expansion plans."

Hayao Hakayama, chief executive of Sega Enterprises, said the move should lead to an overall expansion of the entertainment market. "We see Village as a logical and strategic partner in Australia and New Zealand, whose clear plan for the future of entertainment complements our own vision."

Chris Blackman will serve as the general manager to the yet-to-be-named joint venture. "The coin-op industry has matured significantly and now is the time to set new standards in product excellence, customer service, and support," he said. "The marketplace is ready for change in the way games are distributed and sold."

The two companies will maintain individual profiles when it comes to operating locations. Village Nine will be opening three Intencity locations in Australia and three overseas by early next year, while Sega will open a 10,000-square-meter facility called Sega World at Darling Harbour, Sydney, next March.

Australian association supports parallel appeal

The National Amusement Machine Operators Association Ltd. of Australia recently restated its position regarding parallel importing of video games following the judgement for Sega/Avel in a breach of copyright case.

Supporting the appeal being lodged by Galaxy Electronics Pty. Ltd. and Gottlieb Electronics Pty. Ltd., the association's board of directors vowed to continue the battle against the prohibition of parallel imports.

State associations have also responded to a call from NAMOA to continue their support, and the national association plans to start a campaign to raise funds for the ongoing legal battle.

IMA '97 draws exhibitor interest

IMA '97, the international trade fair for amusement, vending, and slot machines being held early next year, has already sold more than 80 percent of the 25,400-square-meter exhibition area.

"This time last year the reserved area amounted to just 70 percent," said organizer Petra Lassahn. "There is no indication that exhibitor figures will fall below those of last year. It is much more likely that we won't have enough space for everyone."

The show, scheduled for Jan. 22-25 at the Frankfurt Exhibition Centre in Frankfurt, Germany, will also include billiards and sports games, and a special section of the show has been set aside for displaying this product category.

Lassahn said the theme of safety will also play a major role at the show as a result of the implementation of new accident prevention regulations which will go into effect for gambling and amusement halls in 1997.

"The IMA will remain true to its maxim of showing the whole world of coin-op machines under one roof," Lassahn concluded. "That also makes the affair attractive for foreign exhibitors and visitors."

Cinescape opens in Calgary, Alberta

Cineplex Odeon Corp. recently opened its first state-of-the-art, integrated Cinescape multimedia entertainment center adjacent to its five-screen Eau Claire Market Cinema in Calgary, Alberta.

The center features the latest in high-tech interactive game technology including electronic motion simulation games, animated video attractions, and Internet stations, as well as billiard tables, giant TV screens, and a restaurant and bar.

Working on the project was the Toronto-based Shikatani Lacroix design team including five retail designers and three graphic designers.

"Our objective was to create an environment that draws guests into the space and appeals to their senses," said Shikatani Lacroix president Jean-Pierre Lacroix. "We achieved this primarily through the generous use of color and by creating movement utilizing special lighting effects."

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Intl. Leisure Industry Week held in England

This year's Intl. Leisure Industry Week, one of the U.K.'s largest business-to-business events for the out-of-home leisure industry, was held in late September and drew over 400 exhibitors.

The event also saw hundreds of new product launches and a whole range of social, educational, and training events for the entertainment business.

Highlights included the Leaders in Leisure lecture program, The Funway three-story working FEC, the Great Outdoors working miniature park, the International Rides Gallery, Themes Bar & Club Chameleon working bar, and the Fitness Arena & Sports Stadium taking up 500 square meters with seating for 300.

As part of the larger event, there were also meetings of the British Association of Leisure Parks, Piers, and Attractions and the British Entertainment and Discotheque Association, as well as the Fitness Industry Association annual convention.

Intl. Leisure Industry Week is effectively eight shows in one with specific areas dedicated to attractions and amusements, catering, child management and play, entertainment, fitness, health and beauty, and leisure facilities management, and water recreation.

Butler acquires McCarthy Corp.'s Q-Zar stake

Tom Butler, chairman and CEO of Q-Zar Inc., recently executed an agreement to purchase 7,275,293 shares of Q-Zar Inc. from the McCarthy Corp. of London for approximately $34.1 million U.S. dollars or $4.68 per share.

"I am delighted to have the opportunity to significantly increase my shareholding as Q-Zar is uniquely positioned for substantial growth in the leisure and entertainment technology industry on a worldwide basis," said Butler.

Founded in 1993, Q-Zar is an integrated operator and distributor of leisure and entertainment technology and services, most notably laser tag systems. The company currently operates a network of over 200 Q-Zar and Q-KIDZ centers around the globe and will shortly introduce Q-City entertainment centers for the whole family.

International Calendar

November 5-9

AMOAQ '96, Royal Pines Resort, Gold Coast, Queensland, Australia. Call Ken Priest, 01-7-3841-1021; fax 01-7-3841-1332.

November 28-30

JAMMA Hong Kong, Hong Kong Convention Centre, Hong Kong. Call +813 3438 2363; fax +813 3438 2721.

December 1-3

EELEX '96, Moscow, Russia. Call John Slattery, +44 161 624 3687; fax +44 161 665 1260.

December 10-11

LeisureIndia, Leela Kempinski Hotel, Bombay, India. Call Gerry Robinson, +44 1905 613256; fax +44 1905 724768.

December 10-13

AmuseExpo/ForainExpo '96, Le Bourget Parc des Expositions, Paris, France. Call +33 1 4756 2107; fax +33 1 4756 2110.

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January 9-12

SEKEP Expo '97, European Exhibition and Promotion Center, Athens, Greece. Call +30 1 825 1609; fax +30 1 821 1661.

January 21-24

ATEI '97, Earls Court, London, England. Call Peter Rusbridge, +44 171 713 0302; fax +44 171 713 0446.

January 22-25

IMA '97, Frankfurt Fairgrounds, Frankfurt, Germany. Call +49 211 901 9183; fax +49 211 901 9127.

February 19-20

AOU '97, Nippon Convention Center, Chiba City, Japan. Call +81 3 3253 5671; fax +81 3 3253 5688.

April 8-10

Theme Parks & Fun Centres Show, Dubai World Trade Centre, Dubai, United Arab Emirates. Call 011-4971-4-449611; fax 011-4971-4-446238.

April 22-23

European Park Expo at Blackpool Pleasure Beach. Call Resorts Exhibitions, +44 1253 341033; fax +44 1253 401098.

June 11-12

Asian Amusement Expo '97, Singapore International Convention & Exhibition Centre, Singapore. Call W.T. Glasgow Inc., (708)333-9292; fax (708)333-4086. ▲

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Waterville USA makes a splash in Gulf Shores

While the Spanish explorer Ponce de Leon may have sought the famed fountain of youth on the Florida shores several centuries ago, adults from across the country are rediscovering their own youth on the shores of Alabama at Waterville USA.

The park, located in Gulf Shores, Ala., is 14 acres and consists of a water park, go-karts, the Cannonball Roller Coaster, over 7,000 square feet of arcade space including video and redemption, more than 3,000 square feet of laser tag, and two 18-hole miniature golf courses.

An attraction all its own, the water park has three body slides called the Octopus, two large tube slides labeled The Raging Rivers, and two extremely fast speed slides dubbed The Bullet and The Kamikaze.

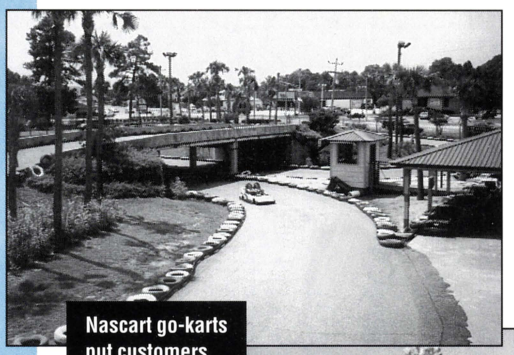
For the not-so-adventurous who might want to just cool off and relax, there is The Lazy River featuring a real waterfall. Waterville USA also has a 600,000 gallon wave pool, a Wa Wa World for the smaller customers with four slides and eight swings, and a pavilion that provides complete food and drink concessions.

The facility is currently utilizing the Laser Storm laser tag system that offers hours of competition between family and friends in a safe environment. Downstairs from the arena is the arcade with the latest in games and a stocked redemption counter.

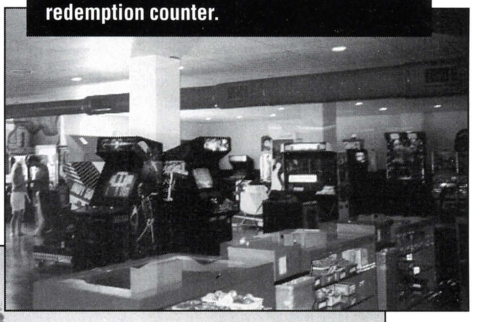
Redemption operations are fully computerized using Ideal Software Systems' Redemption Center Manager, which allows customers to redeem their tickets rapidly and manages the facility's inventory so there is always a great selection from which to choose.

Company president Joe Warrington told Play Meter that future plans include adding new tube slides, remodeling the kiddie pool, and widening and lengthening the go-kart track.

Waterville USA is located on Highway 59 South, Gulf Shores, AL 36547; (334)948-2106. ▲

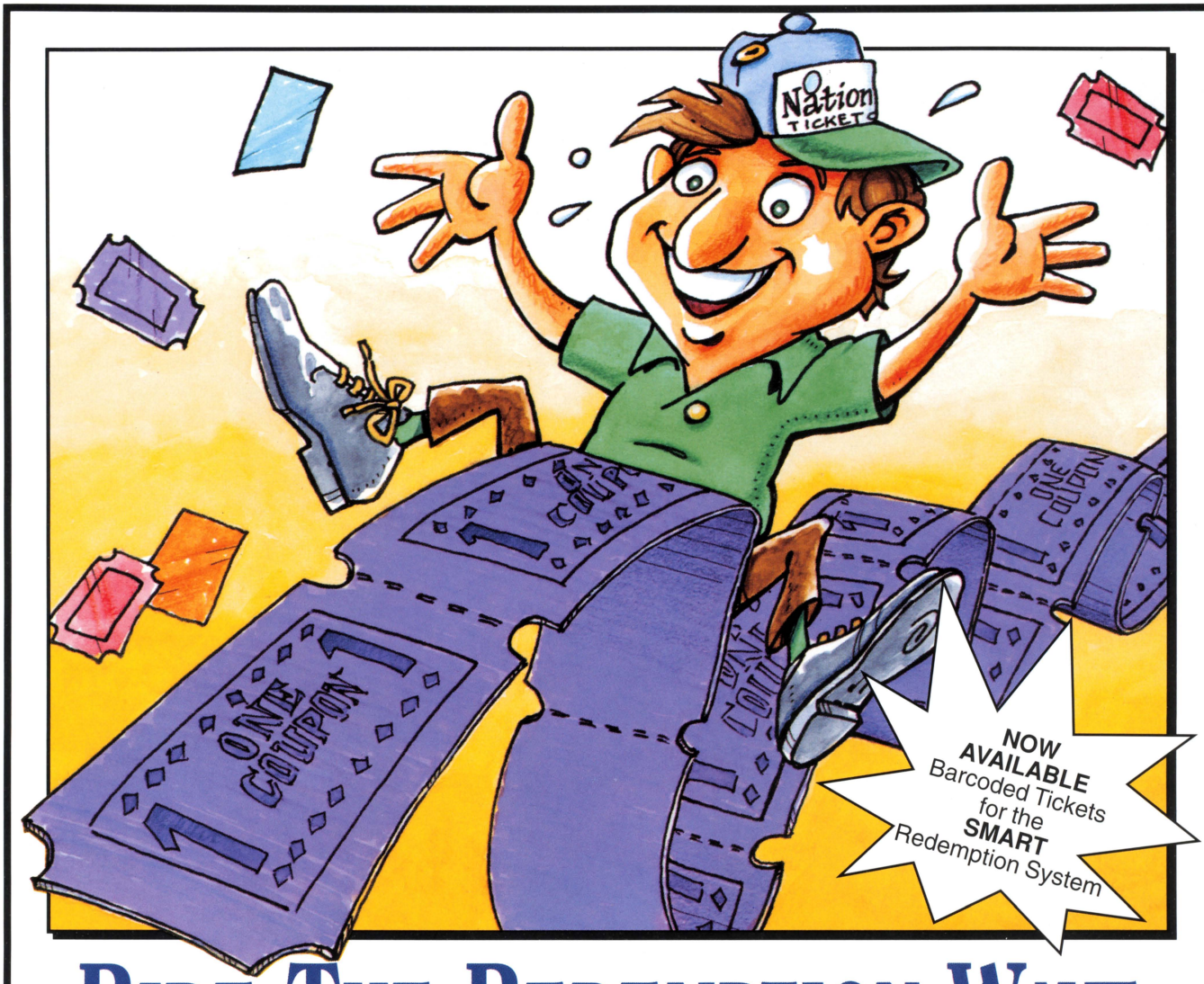


Nascart go-karts put customers in the driver's seat at Waterville USA.



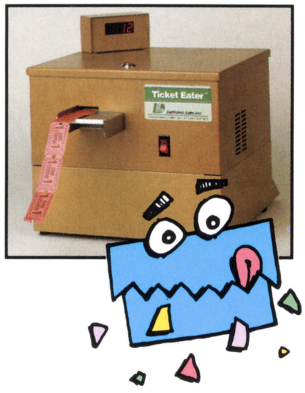
The 7,000-square-foot arcade features all of the newest games as well as a stocked redemption counter.

The two sprawling miniature golf courses are sure to challenge both the avid and amateur putter.



RIDE THE REDEMPTION WAVE WITH NATIONAL TICKET!

Count on National Ticket Company for machine-issued tickets for *all* of your redemption games. Stock "1 COUPON" tickets are available for *immediate* shipping. We can also design a ticket *just* for you with your logo and exclusive copy.



The Ticket Eater™!
Don't forget to ask about Ticket Eater, our ticket counter/shredder. Counts and shreds 13 tickets per second.

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NOSTALGIA

A page from our industry's scrapbook

This is John Margold (yes, it is!) with his then-boss Al Rodstein (c) of Bally Banner Distributing. They are so absorbed in the conversation but unfortunately we don't know who they are listening to. Sometimes it's hard enough to recognize people when you can see their faces, let alone when you can't!

This picture brings back fond memories of the "first" SNK. From left: Shawn Zenker, Dennis Sable, Takahito Yasuki, John Rowe, Glenn Franz, and Tim (I just wanna pinch his cheeks!) Jackson. We can barely see the game in the background but it looks like Vulgas. Tim tells us that if it is Vulgas it must have been taken at the AMOA show in 1984.

Here is our editor Valerie Cognevich (c) when the shows were more fun than work! We can't recall the girl's name on the far left, but the others are Dynamo's Mark Struhs and Mireille Chevalier, who did then and still does export work for a number of companies in the industry.

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The *CONCORDE I* offers players the most alluring animated strategy type adult bar games money can buy.

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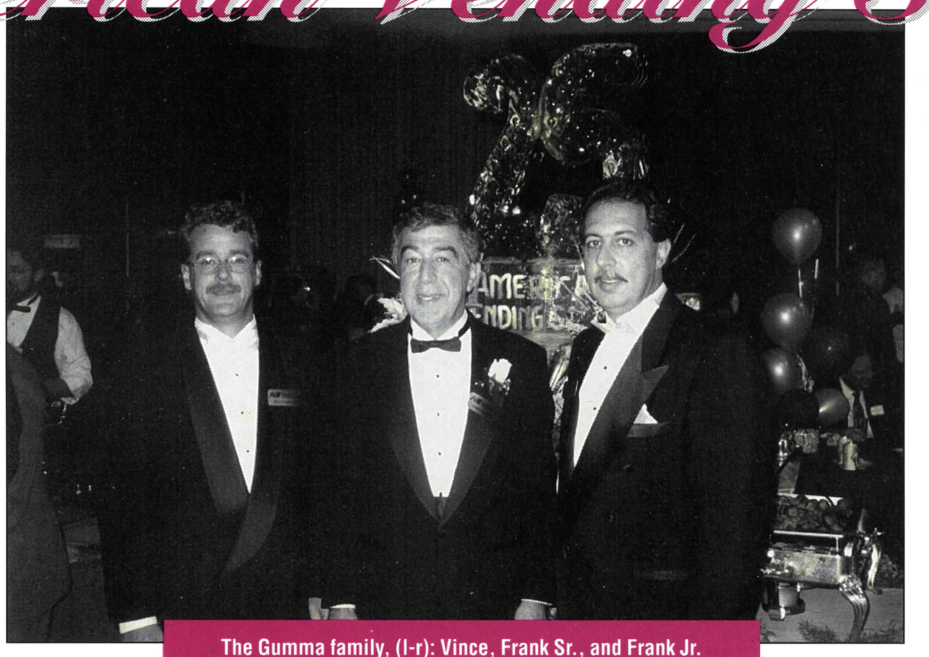
25TH
ANNIVERSARY

A quarter century of quality at *American Vending Sales*



The Gumma family, (l-r): Vince, Frank Sr., and Frank Jr.

The 25th anniversary ice sculpture and the tuxedo clad staff scurrying around the festively decorated show floor said it all: American Vending Sales was celebrating a quarter century of success and wanted to share its moment with the rest of the industry.

Packing the anniversary gala at the Inland Meeting & Convention Center in Westmont, Ill., were hundreds of customers as well as representative of most of the major coin-op factories with their newest and best equipment.

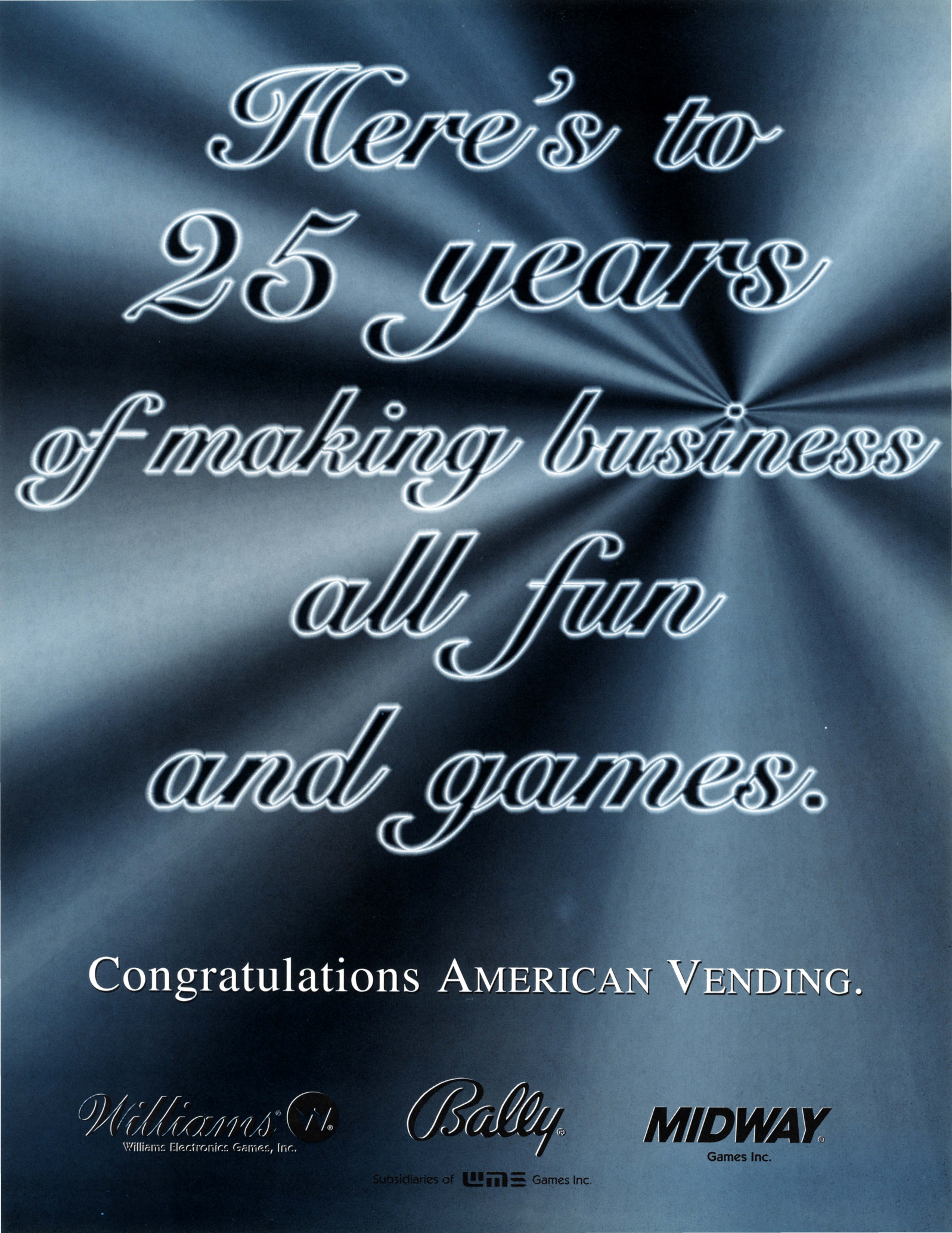
"Just have 10 shows like this a year and do away with the big one," said one manufacturer, showing off his wares. "These are the real customers."

In addition to a king's feast and open bar, AVS gave away dozens of door prizes. Sharing in the celebration were friends and business associates at Saverino and Associates Inc., a major food brokerage for vending also located in the Chicago area.

"I've been to a lot of open houses and this is by far the best one I've seen," said AVS customer and AMOA board member John Neville of Blackhawk Music Co. of Sterling, Ill.

Representing the vending industry were dozens of snack food and soft drink manufacturers, showing their products on long display tables located in between an exhibition of the wide range of vending machines supplied by AVS.

Amusement game companies showing products included: Acclaim, American Sammy, Arachnid, Aristo, Benchmark, Bromley, Capcom, CES, Coastal, Data East, Design Plus, Dynamo, Fabtek, G.L. Technology, ICE, In-


Here's to
25 years
of making business
all fun
and games.
Congratulations AMERICAN VENDING.
Williams
Williams Electronics Games, Inc.
Bally
MIDWAY
Games Inc.
Subsidiaries of WMS Games Inc.

credible Technologies, Medalist, Merit, Premier Data, Rowe, Skee-Ball, Smart, Williams Bally/Midway.

A rich history

American Vending Sales was founded by Frank Gumma Sr. in 1971. At the time, its office was located in a 2,000-square-foot facility in Chicago, and the company was dedicated to buying and selling refurbished equipment to vending operators in Illinois.

In 1973, the company built its first building in Elk Grove, Ill. This 6,000-square-foot facility housed the business for nearly 10 year as it began distributing new equipment for manufacturers such as Rowe, Automatic Products, and RMI.

AMERICAN VENDING SALES

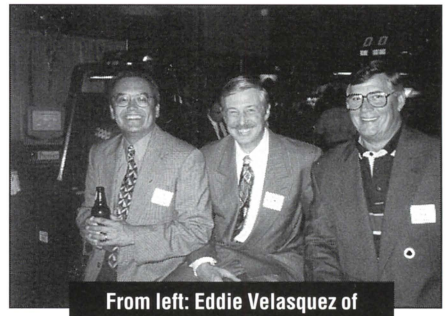
Congratulations
On Your
25th Anniversary

We are proud to be associated with and to congratulate one of our industry's most respected and deserving members. We salute your accomplishments and your standard of leadership.

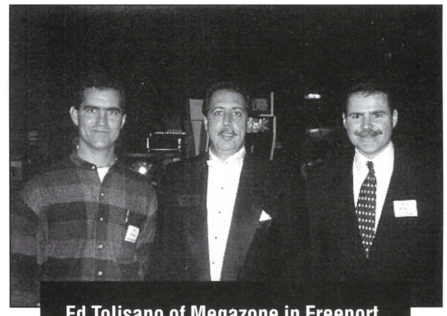
With love and admiration to the Gumma family and their team.

Your friends at
Rowe International

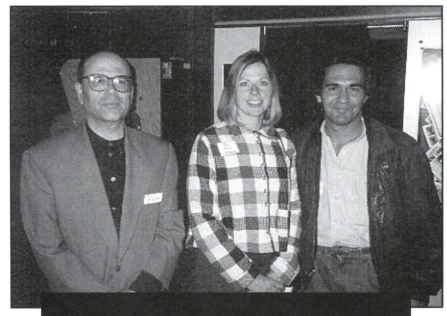
From left, (l-r): Gil Pollock of Gottlieb Development, Vince Gumma of AVS, Chris Hesch of A.H. Entertainers in Rolling Meadows, and Mike Holl of Erickson & Holl Amusements in Lyons.



From left: Eddie Velasquez of Velasquez Automatic in Chicago, Paul Wiederanders of Aristo, and Kem Thom of Western Automatic in Chicago.



Ed Tolisano of Megazone in Freeport, Frank Gumma Jr. of AVS, and Rick Rochetti of American Sammy.



From left: Marc Fellman of Smart Industries and Diane and Reg Menak of R.M. Vending in Elmhurst.

Congratulations

to

AVS

American Vending Sales, Inc.

On 25 Years of
Exceptional Service and Dedication
to the Coin-Op Industry.

and a Special Thanks for
Their Outstanding and Generous Support
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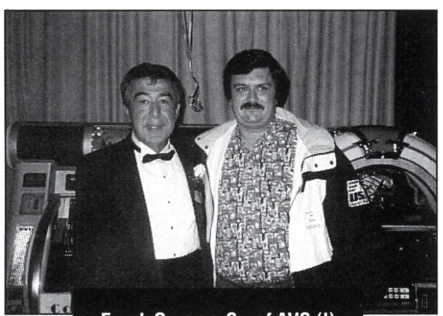
Jeff Chapin of Funland in Chicago and Stephen Renaud of Benchmark Entertainment.



Frank Gumma Sr. of AVS (l) and Pat Prather of Variety Amusement in Peoria.

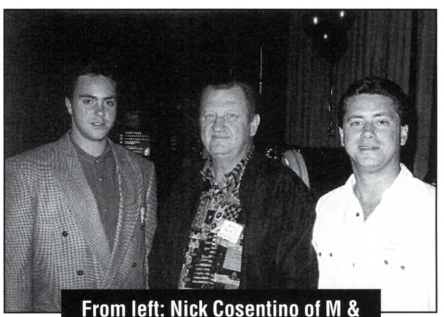
Just under 10 years later, AVS had outgrown that location and moved to its next home in Wood Dale, Ill. This 20,000-square-foot facility allowed the company to expand its service and parts departments. It also allowed the business to enter the coin-op amusement market, distributing jukeboxes, video games, pool tables, and dart machines.

In 1986, AVS purchased the assets of Bally Distributing-Chicago, and expanded its business to another level. This accelerated growth permitted AVS to build its current 65,000-square-foot distribution facility back in Elk Grove in 1989.

This building was designed specifically to allow AVS to provide individual customer service areas including a large classroom where large service schools and product introductions are held.

AVS believes that its ongoing success is based upon the value-added

The gang from J.D. Munch Vending in Clarendon Hills, (l-r): Bob Cynowa, Shelby Samos, Robert Balteskonis, and Joe Rehak.



From left: Nick Cosentino of M & N Vending in Ronsonville, and Stan and Bob Ruzicka of J.R. Amusement in Berwyn.

CONGRATULATIONS

25

American Vending Sales

YEARS

from your friends at

Merit Industries, Inc.

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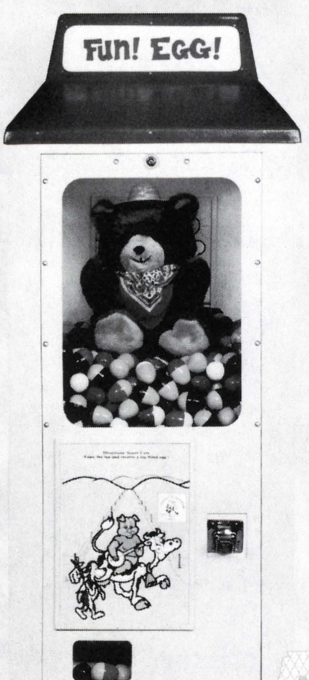
Introducing

"Farmer Bear"



Farmer Bear is a plastic egg vending machine that employs visual animation and electronic sound to appeal to children. It's easy and fun; just pop in a coin; the bear inside revolves; produces sound and lays a colorful plastic egg containing a small toy or candy. There's a prize every time. Just keep your machine filled with eggs and collect the cash.

We also can do a limited customizing of these units for you or your location. Other farm characters that are interchangeable from one cabinet to another are also available.

We have built this basic unit for years. It has proven itself to be profitable and dependable.

SPECIFICATIONS

Dimensions: 24" x 24" x 58"
Weight: approximately 165 lbs. without eggs.

- Constructed of durable heavy-gauge steel and ABS Cycolac Plastic™ with baked enamel finish.
- Solid state circuitry.
- Holds over 1000 eggs.
- Characters interchangeable.
- Comes complete and ready to operate - just remove packing, fill with eggs, position in desired location and plug into any 110v electrical outlet.

OPTIONAL FEATURES

- Either 25¢, 50¢ or token vending available.
- Customized sound effects.
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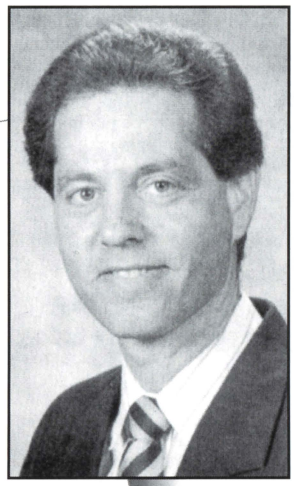
FRANK "THE CRANK" SENINSKY
SPEAKS OUT ON THE BEST ROUTE-MANAGEMENT PROGRAM!



Alpha-Omega Amusements, Inc.
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August 1, 1996

TO: All Operators in the Coin-Operated Amusement Game Industry
FROM: Frank "The Crank" Seninsky
RE: "The Best Route-Management Program"

I am extremely happy to report that I have finally found route-management software that provides me the information that I need to run our diversified route. Coin ConneXion's Amusement Complete route-management program is cutting edge and simply "No. 1" on my chart.

Over the past twenty years, I have twice had custom programs written that were trashed, outgrew two more systems, and attempted to customize one of the well known route management programs, which proved inflexible and uncreative. It was not an easy decision to put my faith in Dave Jensen and the Coin ConneXion staff, but I took the plunge in late 1995 and we have been up and running flawlessly ever since!

Our family entertainment center operations require the weekly tracking of dozens of different token values and ticket and crane pay-out percentages. The flexibility of Coin ConneXion to adapt to the way we do business is incredible. The program is easily expandable for running 'sub routes' and even multiple companies, but you have the option of using only the parts of the program that apply to your needs. Coin ConneXion's new user-defined 'report generator' and new 'executive displays' gives me the ability to extract useful information and even integrate with our accounting, dispatch, and parts departments.

Another great feature is the 'on-line' modem support for training and customization. One phone call or fax to Dave about a change we want in the program and many times by the next day the latest program enhancement and updates are automatically installed and working on my system. In the last few months, my staff and I have requested some very complicated tracking routines and Dave keeps amazing me by quickly coming up with practical solutions. Yes, Coin ConneXion is for real!

I strongly recommend that operators very seriously consider Coin ConneXion for their route-management needs.

As always....keep cranking!

Frank Seninsky Pres.

12 Elkins Road, East Brunswick, NJ 08816
Tel: (908) 254-3773 Fax: (908) 254-6223

Please call or write for more information:

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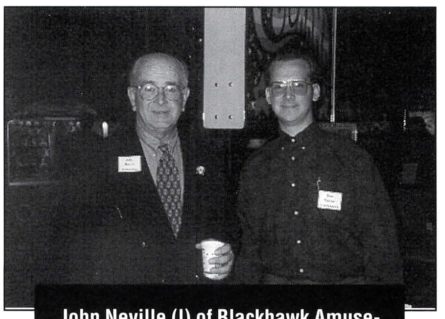
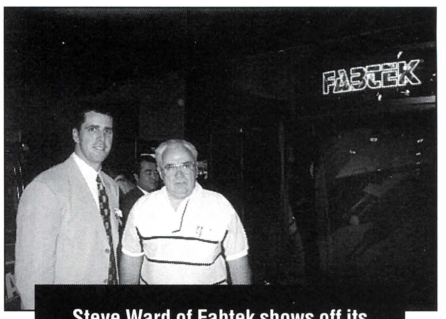
Sal Mirando (l) of Coastal Amusements talks with Nancy and Scott Vogt of Sports Arcade Vending in Monee.

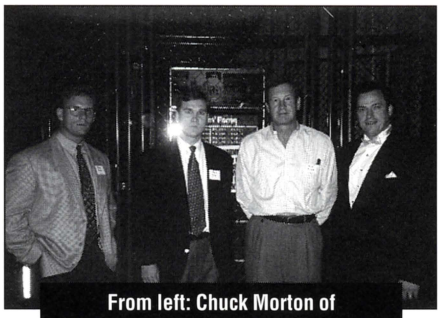


John Neville (l) of Blackhawk Amusement in Sterling with Dave Cadieux of Arcade Amusements in Oak Lawn.



Steve Ward of Fabtek shows off its newest game to Ray Shroyer of Metro Amusements in Streator.

Tad Mauro of AVS (l) and Craig Beard of Lowry Music in Pittsfield.



From left: Chuck Morton of Acclaim, Greg Kania of ICE, Harold Skripsky of Enchanted Castle, and Ron Bolger of AVS.

Jeanne Petit (l) of Fabtek and Steve Blattspieler of Capcom.

services offered to its customers and its unique concept of customer partnership.

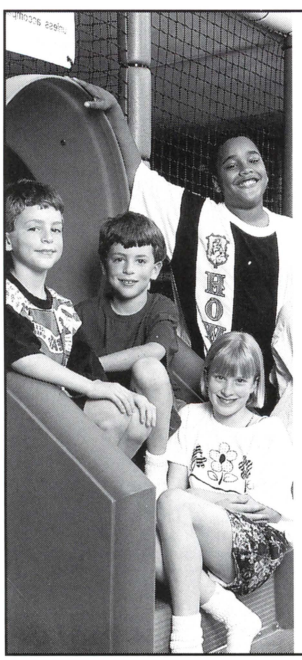
A number of attendees at the anniversary celebration agreed with that evaluation, noting that AVS is known for its utmost honesty and trustworthiness.

"In the boom days there were so many people looking to make a quick buck but not American Vending," said one industry veteran. "If someone called Frank Gumma from out of his territory, he would say `I'm sorry but I can't sell that to you.' You can look and see that he's all the better for that now."

Dave Myers and Bob Lentz of Merit Industries.

Another long-time member of the industry remembered trying to sell a product that competed with an AVS line. "I finally had to give up," he said. "Frank Gumma's customers wouldn't take one of those machines if I gave it to them for free!"

Congratulations to Frank Gumma Sr., his sons Vince and Frank Jr., and all the staff at American Vending Sales. ▲



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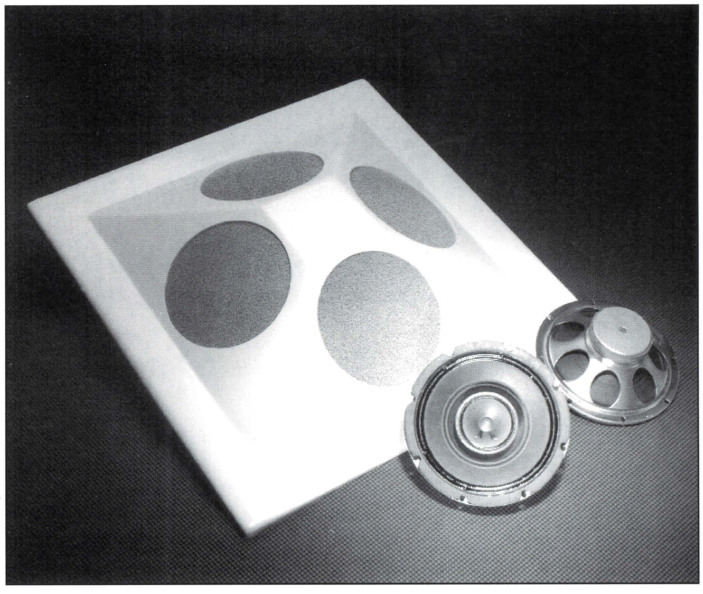

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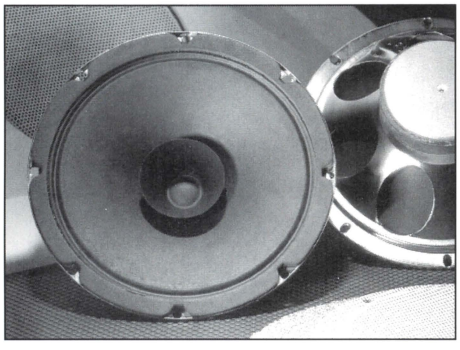

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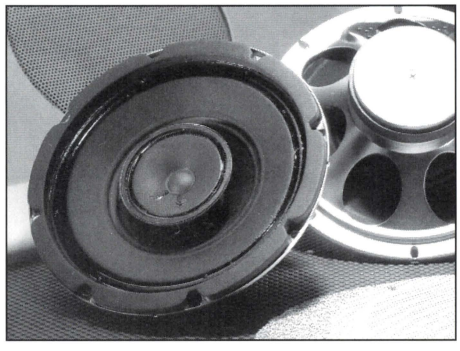

LA-250 SERIES

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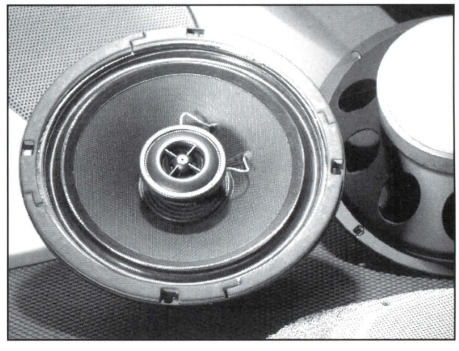

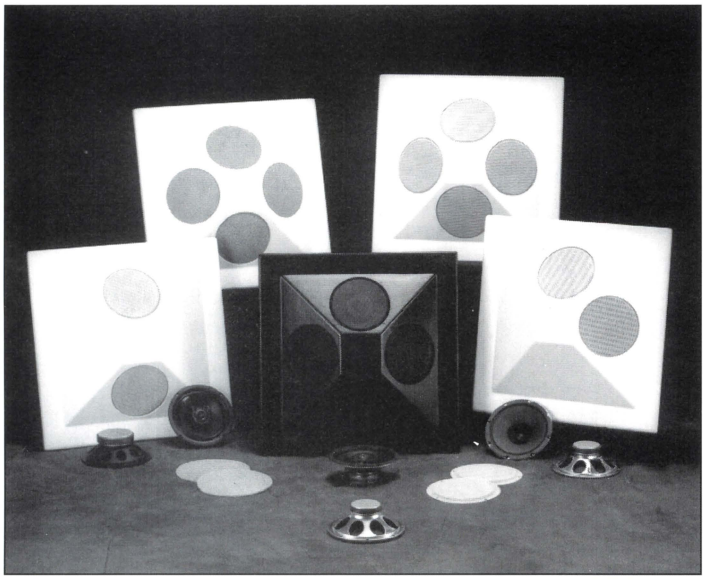

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James Industries celebrates two decades OF SUCCESS

The James Gang at IAAPA '95.

STEVE WHITE

Jim Roberts, founder of the Inverness, Ill.,-based James Industries lives by the motto that buried within even the most challenging obstacle in life lies some untapped opportunity that can translate into unforeseen success if pursued with enough vigor.

"We are optimistic about the future," a bright-eyed Roberts said during a recent interview at his firm's international headquarters. And he means it!

"No matter how bleak things may get, I always look at it as a potential opportunity," he explained. "It may take a while to figure it out. Some people will just give up, but nobody in this company will ever say `can't' to me. I learned that in the Marine Corps."

With 20 years of experience bringing entertainment companies and electronics suppliers together in ways that are prosperous for all, James Industries easily lives up to the old adage of a whole that is greater than the sum of its parts.

Ensconced in his luxurious office, Roberts' is nothing if not charming and outgoing. However, behind his engaging smile is a shrewd acumen for business that has brought him from the working class neighborhood in Chicago where he grew up to his present level of achievement.

"I grew up on the north side of Chicago and the basic work ethic was instilled in me by my parents; I worked after school and in the summers," he remembered. "That was good for me. You grow up much quicker and tougher. It's a hardcore world and you have to know how to deal with it."

Roberts' ascending career got its start after he left the Marine Corps with a transformer company formed by his mother. The company, originally Roberts Coil Co. begun in the 1940s, evolved from its role as a subcontractor into a full-scale manufacturer.

"When I got involved we started developing our own customers and making transformers," recalled

Users' Reports

"We really liked our first Token Tech, which is why we ordered our second. I'm calling now to order our third."

"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."

"The best investment since we bought our fax machine. I can't ever imagine doing business without either one."

"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."

"It's great! You should have come out with it 10 years ago."

"After using our Token Tech for Quarters, we are switching over to Tokens. Thanks to the dispenser, we got acquainted with your Token Systems."

"The Token Tech eliminates long lines at our cashier's cage. Our customers like it, too!"

"Our Batting Cage Tokens are valued at $1 each. Anyone with a high-value Token should be using a Token Tech."

"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."

"The first two Token Techs are excellent. We are sending our purchase order for six additional units."

"It's working just perfect. We love it!"

"For a $3 Cigarette Token, it's the only way to do business."

"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."

"The Token Tech has simplified our whole operation, and we know exactly where we stand every hour."

"We bought a similar item, made in Europe. It cost a lot more, but it never worked right, so we sent it back. Your Token Tech is far superior."

If you want to take more of these to the Bank every week . . .

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Roberts, who worked with the company for more than 10 years and advanced to vice president and general manager before striking out on his own. "I was stuck behind a desk and I didn't like it. I love sales so I decided to start my own rep. company."

A unique cross section of transformer customers buying from the newly-formed James Industries thrust the company into the monitor business that helped make its name in the industry. "At the time, Nolan Bushnell was just getting Atari going and we were supplying them," Roberts recounts. "He was having trouble getting monitors and asked us to talk to some of the television manufacturers we supplied about building monitors for video games."

Roberts said he approached a number of companies, including Zenith, but the larger firms said there wasn't enough volume in the video game market to make monitors worth their while. However, Roberts hit on independent television contractor Wells-Gardner, which proved to be a perfect fit for the nascent video business.

Roberts also helped take the video business from black and white to color by utilizing color televisions at a time when there were no color monitors available for games. "Color TVs were coming on strong and it seemed like a natural transition," said Roberts, who approached Pete Kauffman and Howell Ivy then at Exidy. "Howell loved the idea. We took a television Wells was building and stripped out the audio and sent it to them. It was amazing how many TVs we were ripping and shipping for a period of time after that."

Since that time, James has gone on to represent a number of related companies that make circuit board assemblies, metal stamping, wire harnesses, power supplies, coin controls, bill validators, and touch screens. After the 1983 video crash, the firm began to diversify, supplying

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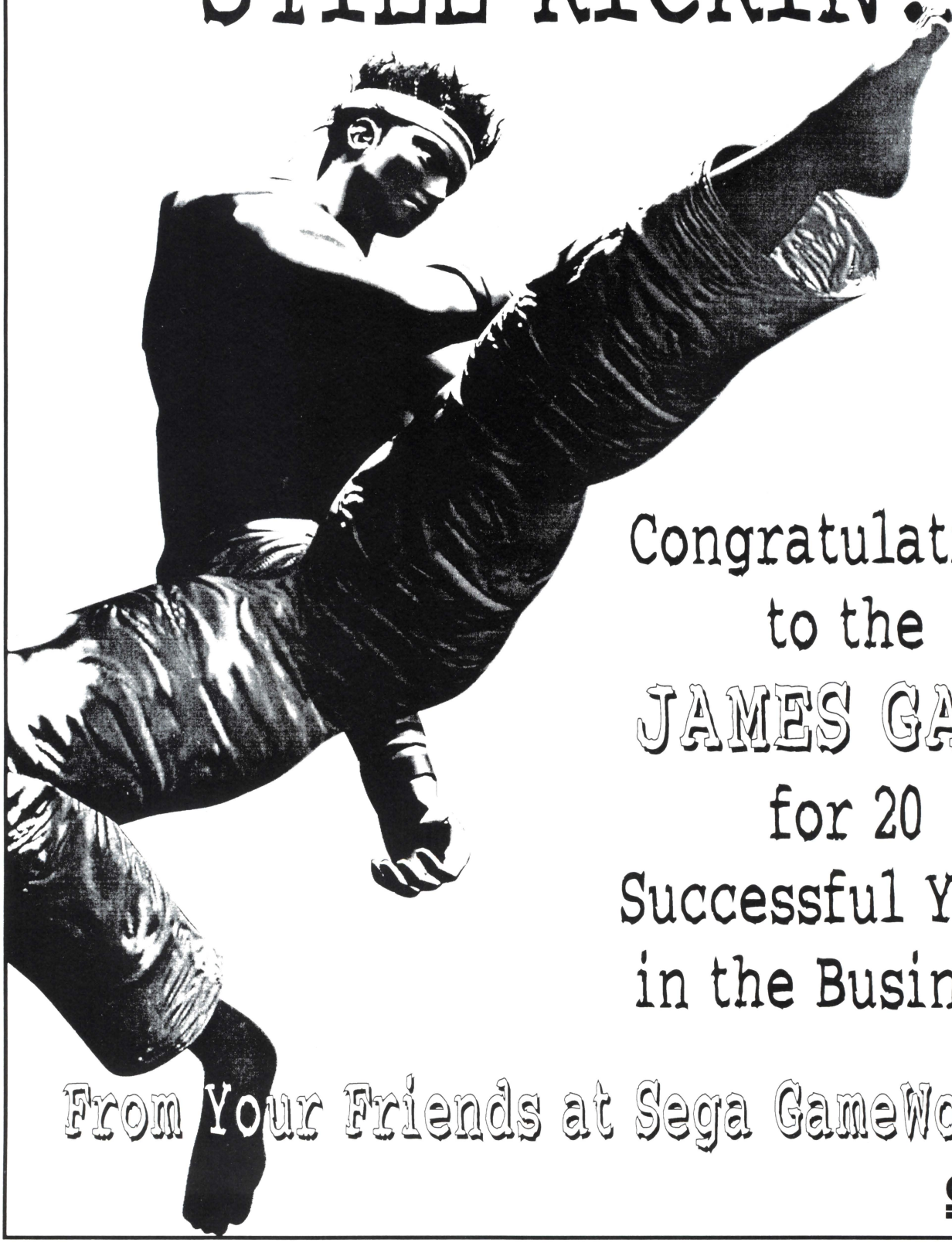

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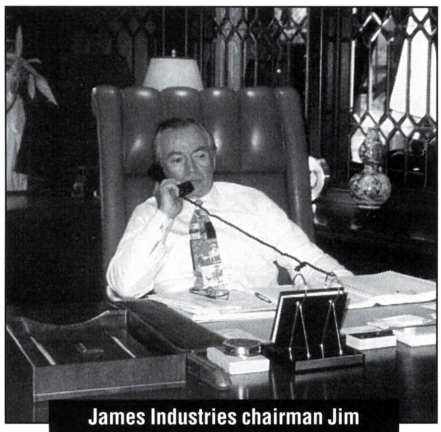
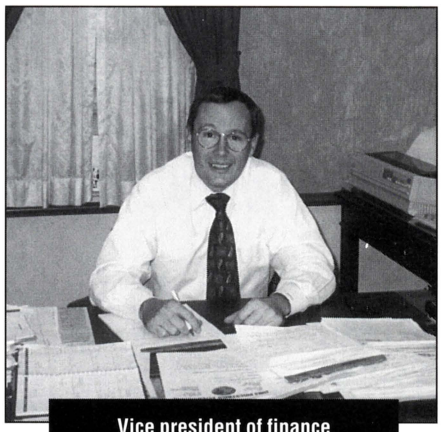
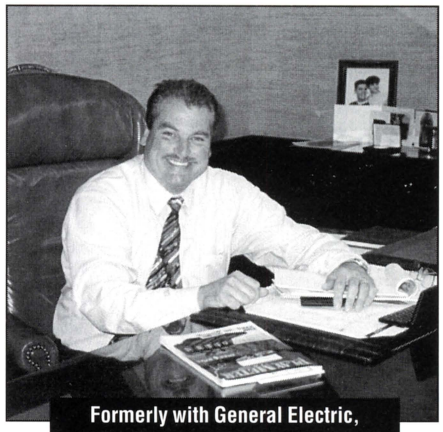


James Industries chairman Jim Roberts at his Inverness, Ill., office on one of the rare days he's not traveling.



Vice president of finance Don Olson.



Formerly with General Electric, John Blouin joined James industries in 1980 and became a partner two years later.

product to a number of different industries including auto diagnostics, leisure and fitness, and the medical/health care business.

"We always look for products that are emerging," said Roberts. "We got into touch screens in 1985. We try to be on the leading edge. Today a much smaller part of our business is amusement although that's where my heart is."

Expanding into distribution

While a large part of James' business continues to be OEM sales, the company expanded into game distribution near the end of the 1980s, first in Mexico and then later Puerto Rico, the Caribbean, and Central and South America.

"We were selling a lot of components in Mexico and the people down there were having problems

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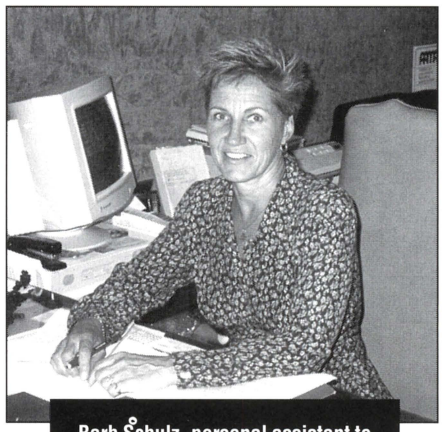
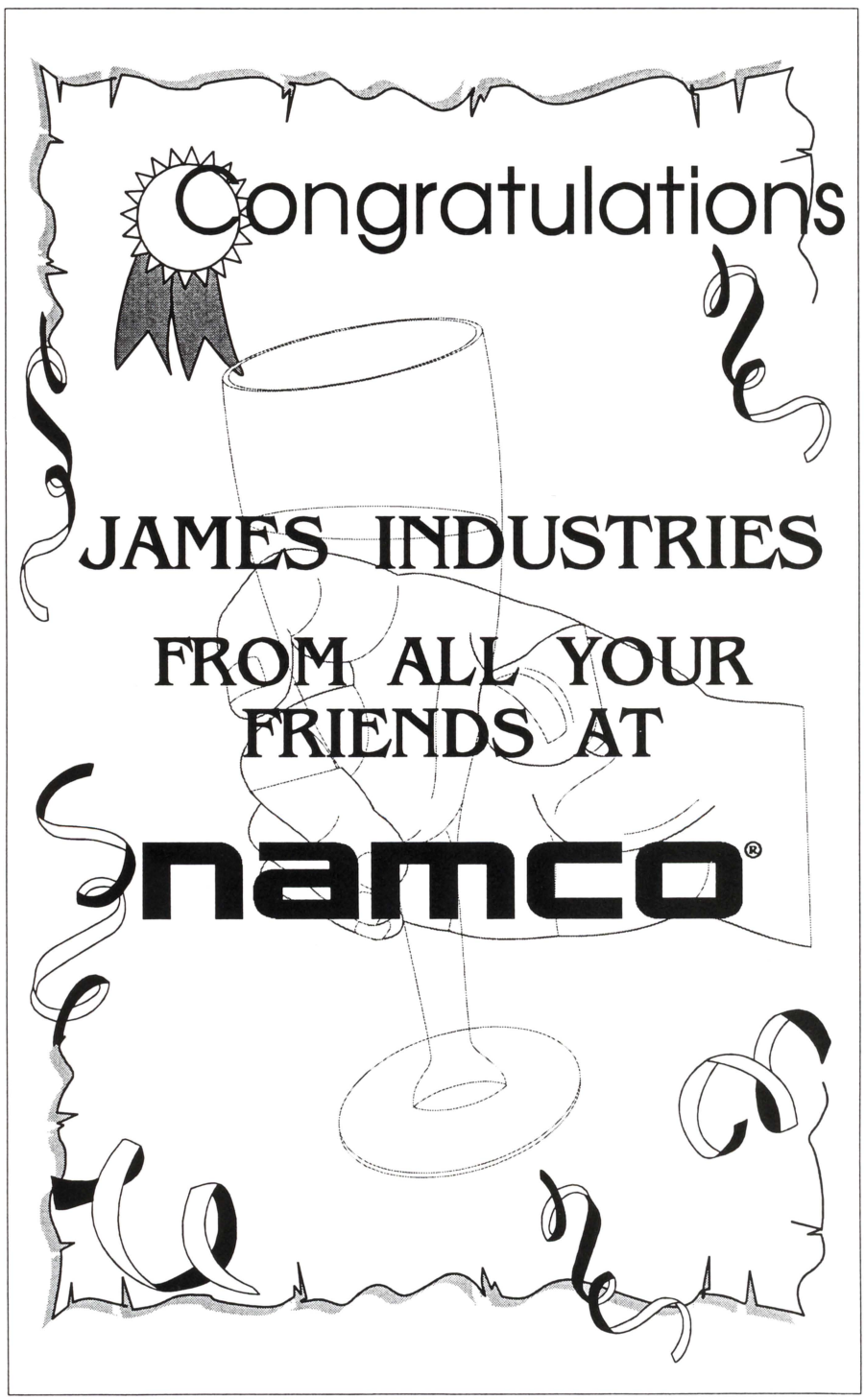
getting new games," explained Roberts. Many distributors saw the Mexican market as a dumping ground for used equipment, and a number of manufacturers jumped at the chance to have a distributor focusing on that market.

"When we moved into Central and South America, we found out that most of the people we dealt with came through Miami for business," Roberts said. "So we opened our office there for Central and South America. Miami and Mexico City are



Barb Schulz, personal assistant to Roberts and Blouin.



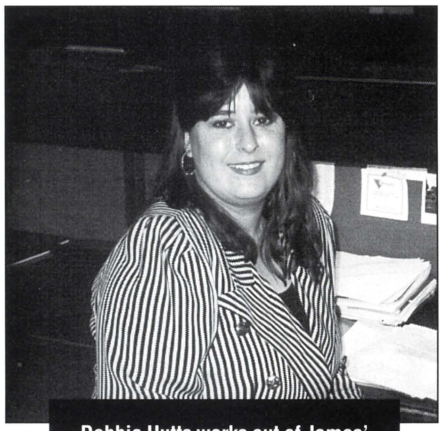
complete parts and customer service centers, and we have a small office in Puerto Rico."

Following the disastrous devaluation of the Mexican peso two years ago, James also branched out into game operations. "We got into operations by default," Roberts explained. "We picked up all this equipment (that customers couldn't pay for) and we now have a very large route."

In addition, James purchased two Time Out locations in Mexico from Edison Brothers as part of the latter's re-organization efforts, and late last month James opened a 14,000-square-foot family entertainment center in a Mexico City shopping mall that also contains a multiscreen movie theater. The center features six Mendez Bowlingo lanes, a Laser Storm laser tag system, and a number of high-end simulator games in addition to the standard mix of redemption and video games.

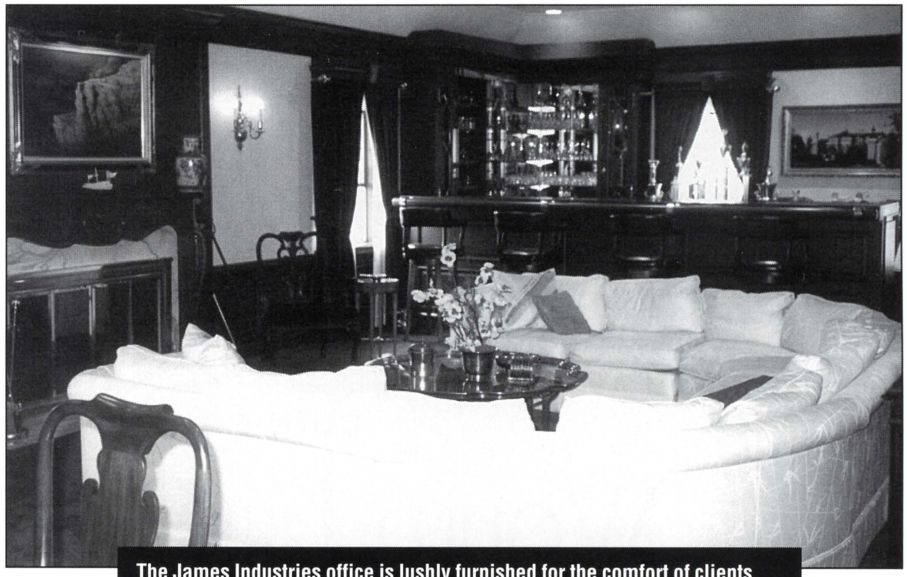
Despite some early successes in Latin American markets, Roberts said the lesson learned in Mexico should not be forgotten. With volatile economies and political instability, investment in those markets is still risky. "You have to be cautious," Roberts said. "That could happen again."

In evaluating the coin-op amuse-



Debbie Hutts works out of James' headquarters in Inverness, Ill.

Some of the office staff at James, (l-r): Laura Keelan, Debbie Kasper, Pat Kaufman, Marge Schofield, and Jackie Stashwick.



The James Industries office is lushly furnished for the comfort of clients.

ment market, Roberts forecasts little if any market growth in the coming years. "I think the gaming industry will continue to get stronger and more markets are continuing to open up worldwide," he added. "At what point it will level off, who knows.

Poised for the future

A cautious attitude notwithstanding, James has poised itself to capture a large share of new opportunities in the Central and South American markets through a series of strategic agreements with different manufacturers.

At the top of its list, is an exclusive distribution agreement signed with NSM to distribute jukeboxes and kiddie rides throughout Mexico, Central, and South America. "That's a major agreement," said Roberts. "You're talking about quite a market."

James has also signed exclusive distribution agreements for those markets with Wells-Gardner, Mendes Bowlingo, Coin Controls, Diversified Systems, and Laser Storm. AMOA '96 in Dallas also saw the signing of an agreement with Wee Chin to distribute its high-end cabinet, which includes a Wells-Gardner monitor that can accommodate both standard and medium resolution graphics throughout all the territory covered by the North American Free Trade Agreement.

Roberts' partner John Blouin says all these companies have new products that James will be aggressively marketing in the coming months and years. One example Blouin cited was a four-lane Bowlingo installed at Family World in Sao Paulo, Brazil. "It's doing very well and will pay for itself in nine months," he said.

Blouin joined James Industries in 1980 after 12 years in management at General Electric, and became a partner in 1982. "While I was at GE, I called on all the same accounts that Jim did," said Blouin. "At the time I came on board, Jim had three employees. Now we have 65."

Some of the other new products that James is currently marketing include the Condor Electronic coin acceptor for gaming machines and the Pay Tracker slot hopper, both by Coin Controls; the World Bill Acceptor by Diversified Systems; the Stargate system by Laser Storm; the Wee Chin System cabinets which provide a high-end product that is not directly competing with other systems cabinets; MicroTouch's new Thru Glass Touchscreen; and Wells-Gardner's video walls and Play Master Extreme

mutisync projection system for standard or medium resolution kits that measures between 100 and 200 inches. The Play Master will be debuted this month at IAAPA '96.

Like Blouin, many of the principal players at James Industries are long-time employees. They include vice presidents Bill Douba and Vince DiVincenzo, as well as Aldo Andreu who heads up James Industries South in Miami and Carlos Sanz Blanco, president of James Industries Mexico.

Companies represented by James in OEM sales include: Atlas Wire Corp., CEC, Coin Controls, Diversified Systems, Electro Metal Products, Hibbing Electronics, MicroTouch, Midwestco Enterprises, Noble Industries, Starpoint Electronics, and Wells-Gardner.

James also distributes games in its Latin American and Caribbean markets for American Sammy, Atari, Bay-Tek, Benchmark, Bromley, Capcom, Coastal, Data East, Doyle, Dynamo, EMT, Fabtek, ICE, Incredible Technologies, Jaleco, Konami, Laser Storm, Lazer-Tron, Meltec, Mendes Bowlingo, Merit, NSM, Namco, Play-By-Play, Polyvend, Premier/Gottlieb Development, Sega GameWorks, Sega Pinball, Seidel, Skee-Ball, Smart, Taito, U.S. Games, Wells-Gardner, and Williams Bally/Midway.

While James Industries maintains offices in Mexico City, Puerto Rico, Miami, Boston, San Jose, and Las Vegas, its flagship operation is inconspicuously located in a charming office village in Inverness that is modeled after 18th century Williamsburg, Va., with colonial-style office buildings, brick streets, and even a covered bridge.

The interior, designed and decorated by Roberts himself, features custom made marble and teak floors, hand carved mahogany furnishings, Revolutionary War-period light fixtures, antiques and unique works of art sprinkled throughout, a dining room with Wedgewood service, and Roberts' private bath that includes an oversize jacuzzi and steam room, perfect for traveling clients.

There's also a specially made suit of armor!

"I guess I was a knight in a previous life," joked Roberts as he strolled through this lavish setting of his own making. Considering the combination of gentleman and entrepreneur that comprises his personality in this life, it seems entirely possible. ▲

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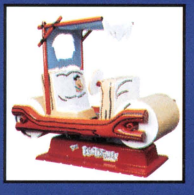

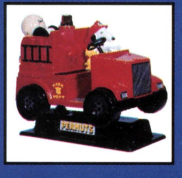

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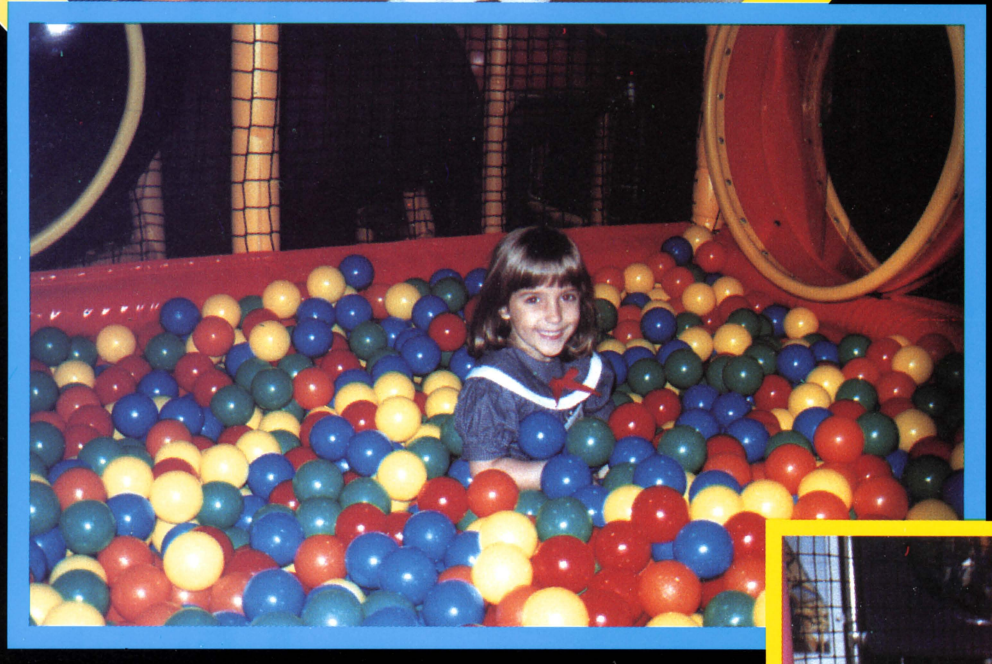
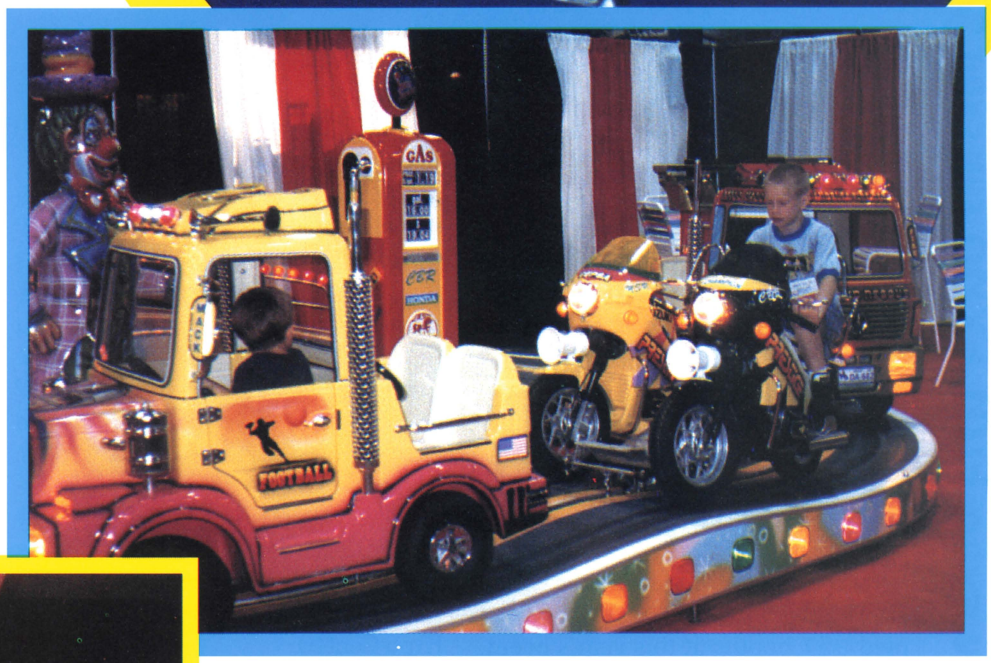


The entrepreneurial spirit runs deep, especially at the sixth annual fun center show. Upbeat, with half of the attendees operating existing facilities and half wanna-bes, it continues to draw a crowd.



"I'm not having fun anymore. I haven't had fun for the last two years." Obviously, this is not a comment from a happy camper, but it is a candid statement from a traditional coin machine operator at Fun Expo '96. He joined other attendees who came in search of ways to bring more excitement to their locations. They strolled the aisles of the Sands Expo Center in Las Vegas Oct. 9-12 at the sixth annual fall event sponsored by the International Association of Family Entertainment Centers.

This operator's sentiments were supported by an exhibitor who said: "This is not coin-op. Coin-op is depressed. This is laser tag, bumper cars, and bumper boats." Also soft modular play equipment, photo booths, simulators, virtual reality, ticketing and admission systems, miniature golf and batting cages, kiddie rides, unique gumball machines, robots and costume characters, go-karts, inflatables, computer systems and software, food and beverage services, insurance and financial firms, and park rides.

According to show organizer Bailey Beeken, a total of 364 exhibitors occupied 957 booths at this year's event. Buyers numbered 6,734, and total attendance figures crossed over the 8,000 mark with exhibitors and their staffs included.

"This show has been great," said Beeken. "Las Vegas is definitely a draw for buyers. After the fallout of some smaller FECs and big centers last year there wasn't as much confidence. I've seen a more positive attitude this time. A lot of exhibitors say they are writing orders and that means locations are feeling confident about their businesses. People here are committed to business and they are doing what they have to do to stay competitive."

"We're seeing a more sophisticated marketplace, more people who are adding to their product mix to appeal to a broader audience."

Beeken attributed the show's success to a philosophy that makes it easy to view the products and services relating to family entertainment centers. That included a trade show floor pass that was free, and a small fee for 22 educational seminars ($35 in advance, $55 at the door). Fun Expo made available over 100,000 complimentary VIP tickets for exhibitors to dispense to current and potential customers. Added Beeken, "We want our exhibitors to know they have every way to get their customers here." (Note: Show dates for next year are in Las Vegas again, Sept. 23-26 at the Sands Expo Center).

Fun Expo also offered a Children's Hospitality Center in recognition of the families in attendance. Parents could arrange for children through age nine to be entertained with age-appropriate activities and supervised in the convention center near the exhibits and seminars.

A sweep of the show floor found most exhibitors happy with the turnout:

▲ Kelley McDonald of Acclaim/Lazer-Tron: "Most of the people I've talked to already have a center in operation. A few are looking to open. The ones with existing locations are looking to rotate equipment and bring new things into their game rooms."

▲ Paul Brinkman of Oriental Trading Co.: "I've talked to six new upstarts here. They are educating themselves first before getting into the business. Larger conglomerates are really paying attention to details and how they operate. The ones who are out there are better."

▲ Dennis Sitcler of Happ Controls: "We saw a lot of customers we don't see at other shows because it was in Las Vegas and drew from the West Coast. It's been a petty good show. We've seen a lot of our foreign customers. There aren't many of the street operators here but more arcade people. It's nice in Las Vegas because the city is catering to families and all of the hotels have game rooms."

▲ Larry Reed of Omni: "We're seeing a more sophisticated marketplace, more people who are adding to their product mix to appeal to a broader audience. We're seeing soft modular play going into movie theaters, miniature golf facilities, shopping centers, doctors' offices, car dealerships, fast food outlets, and casinos. It's exciting to see bowling centers and batting cage at-

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tractions adding this type of product."

▲ J.R. Fishman of Advanced Games & Engineering: "This has always been a strong show for us; it's even better this year. We're seeing our existing customer base plus new buyers that we never met before."

▲ Darrell Weaver of PlaySmart: "We've been exhibiting at this show for three years. These shows are vital to increasing business. They are about our best exposure getting buyers to see our product."

▲ Sheila Dellacona of Roger Williams Mint: "In the first hour and 15 minutes I talked to a dozen new people who are planning to open soon, and they are interested in what I have to say. The show is attracting a broad range of potential customers. This year they have tapped into the festival market that needs tokens, prize merchandise, and other supplies they can see here."

▲ Jim Monahan of Just Kiddie Rides: "Everybody at this show is new. Las Vegas is the place! There is a lot more of an international attraction here." Richard Stenick added, "We're an East Coast company and here we get to see people from the West Coast."

"I admire and respect these people for wanting to put together a total entertainment package."

▲ Robert Amaro of Rock-Ola: "This show has been really nice for us as first-time exhibitors. Many people are amazed at the technology of today's jukeboxes. We are seeing interest from distributors and location owners with themed restaurants and other themed facilities."

▲ James Jeter of Tenderfun Soft Playgrounds: "We've been coming to this show for five years; it has been enormous the last two years. It's really grown and draws a broad spectrum of people. A lot of them have discovered the show and make it one of the two shows they attend. The FEC industry has grown. This and IAAPA give us 75 percent of the leads we end up selling within the next year."

▲ John Nelson of Astro Distributing: "I have nothing but good things to say about this show. By the third hour of the first day all the redemption equipment had been sold off the floor."

High-tech makes an impact

Laser tag, simulators, and virtual reality established a strong presence at Fun Expo with no less than 33 companies displaying either a high-tech product or system that made attendees stop in their tracks.

Jeff Sundquist of Actual Reality Intl. explained the laser tag phenomenon: "Laser tag is really the fastest growing form of entertainment right now because it's interactive, and I don't see that changing because it's never the same experience twice."

Add to that the knowledge that every age level of player can participate and it's no wonder that laser tag has un-

From left: Ed Pearson, George McAuliffe, Harold Skripsky, Frank Seninsky, Phil DeAngelo, Gary Warner, Karyn Gitler, Clifford Hay, Carole Sjolander, Bob Morgan, and Bailey Beeken.

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dergone a revival. Arenas offer more challenging adventures and the ability to change, plus the gear is more lightweight and allows for greater ease of movement during game play.

Drew Pawlak of Ultrazone complimented the IAFEC for its efforts to draw a diverse group of exhibitors. "The IAFEC is really developer-oriented," he said. "This show is good for us."

At the Cyberstorm booth Laura Allen explained a new twist to laser tag with the company's system that features two-man laser vehicles equipped with a movable laser gun and a cannon. Allen referred to the vehicle as a CyberPod and the targets used in the 10-minute game as RGMs. The vehicle looks like a futuristic bumper car.

Other laser tag exhibitors included Ascension Productions (Lazer Runner), Dixieland Fun Machines (Laser Reality), Heads Up Technologies (LaserTrek), Laserforce, Laser Star, Laser Storm (Stargate Extreme), LaserTron, Photon, and Q-Zar.

A company called activity: Games Inc. introduced its laser tag-based Water Tag arena game that has players using water soakers and scoring vests for good, clean interactive fun.

Among the capsule-style simulators on display were Thomson Entertainment's Venturer S2, Doron Precision Systems' SRV, and Virtual Technologies' Quantum Motion.

"This (show) and IAAPA give us 75 percent of the leads we end up selling within the next year."

Several sports game simulators were shown, among them Power Pitcher from MIR Corp. and The Designated Hitter from Sports Simulation. Virtual reality was represented by displays from CM-300 Corp. (Cobra Virtual Reality), Ferris Productions (The Experience System), Virtuality, Virtual Images (Cyberpak), and Virtual Systems.

Redemption still in the swing

Despite reports of a market filled with used redemption games, due to some fallout in the FEC market, 37 exhibitors displayed ticket-dispensing skill games.

Ted Sloan of Bob's Space Racers said his company's business is up from last year because of imports, particularly in Southeast Asia and South America. Bob's Space Racers has exhibited at Fun Expo since day one. "One of the reasons we like the show is we see a lot of people we haven't seen before," said Sloan. "Most attendees are facility owners."

Virginia Kauffman of Exidy expressed her reasons for choosing to exhibit at Fun Expo: "We need the new contacts we make here. Sure, some of them are wanna-bes, but we also have picked up some national accounts. Distribution has not supported redemption."

Longtime exhibitor Jeff Lankiewicz of Coin Concepts said: "We've been building relationships over the four years that we have exhibited. Every year it seems to be increasing, both in size and attendance. We like talking to the people who own the FECs and the key people in their facilities. They are making an educated decision on what to buy."

"This is our fifth year exhibiting," said Reggie Moultrie of Skee-Ball. "It renews our faith in the redemption business and FECs. We're seeing prospective operators going to seminars and getting a grass roots education on what this business is all about. They are seriously looking to purchase equipment; maybe not right now, but later down the line, and that's a shot in the arm for the industry."

Incoming IAFEC president Ed Pearson (l) of Seattle Funplex presents a plaque to outgoing president George McAuliffe of the Pinnacle Entertainment Group for his service to the association.

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Coin-op fare

A number of coin-op companies had their own booths: Acclaim/LaserTron, Advanced Games & Engineering, Astro Distributing, Atari Games, Bob's Space Racers, Carousel, Design Plus, Exidy, Fun Industries, G.L. Technology, Merit Industries, Dynamo, Fun Merchants, Imagination Leisure, ICE, Gametime, Planet Earth, Rock-Ola Mfg., Rowe Intl., Seidel, Skee-Ball, SNK, and Williams Bally/Midway.

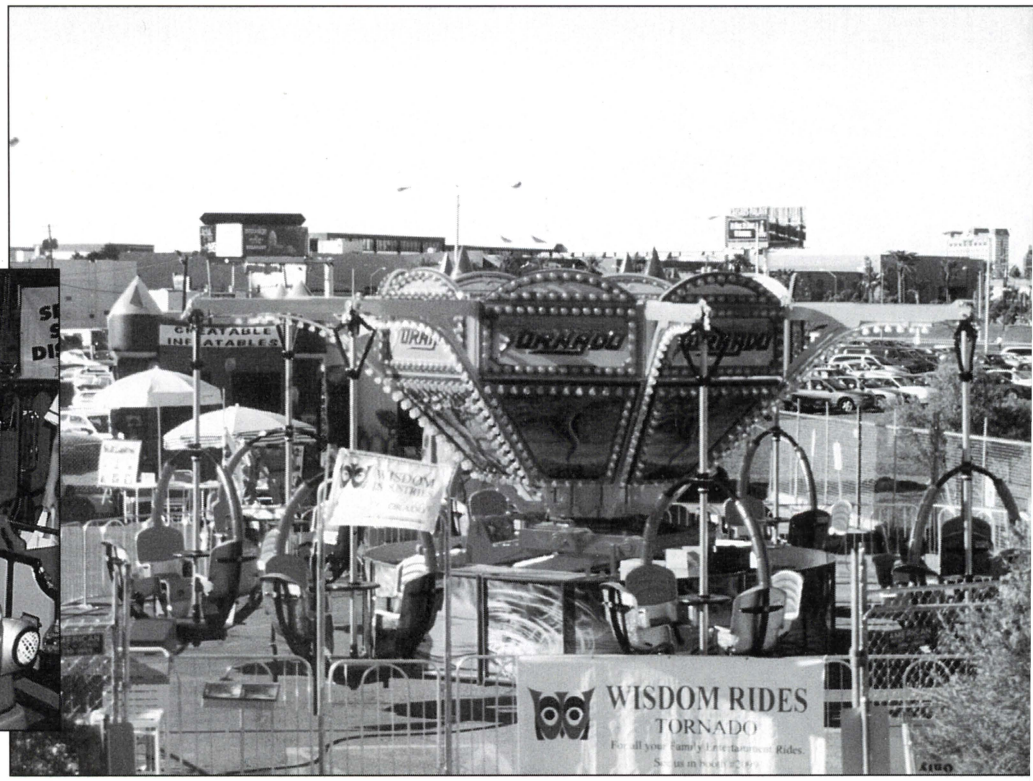
On the second day of the show Williams' Fun House division debuted the *Real Monsters* game patterned after Nickelodeon's animated TV program about monsters that live in sewers and come out to scare humans. Players grab hold of a plumber's friend as the sewer lid rumbles, then push down at the right time to move a ball up from a commode to tally a big score (scare). Three perfect scores/scares and you win the jackpot.

A few of the other brand-new items at the show included new U.L. listed low-voltage (12 volts) neon lighting system signs from Doyle Trading Group. Two ATM machines were also shown: the Access Cash MiniATM from Doyle Trading that has a coupon feature, and a model from ATM Intl.

The American Amusement Machine Association booth offered games from American Sammy, BayTek, Benchmark, Fabtek, Island Design, Jaleco, Konami, Namco, and Sega.

Mary Fujihara of Atari Games was upbeat: "I'm charged up because the buyers here are pro-active, asking questions and trying to do the best for their business. Our distributor lists are flying off the counter. Also, a lot of major casino arcade buyers are here. I've talked to a lot of route operators, and not just from this part of the country."

Dynamo's Damon Paramore commented, "The people here are going to buy! It's just a matter of whether they will buy my products or someone else's."



"This is a different kind of show," said Sam Kim of G.L. Technology. "Here we reach the FEC owner or park owner/manager and people who rent. When we talk to operators and distributors they say the games are too expensive. But when we talk directly to owners it's different. This show is for novelty games and sports games, not for videos and pinballs."

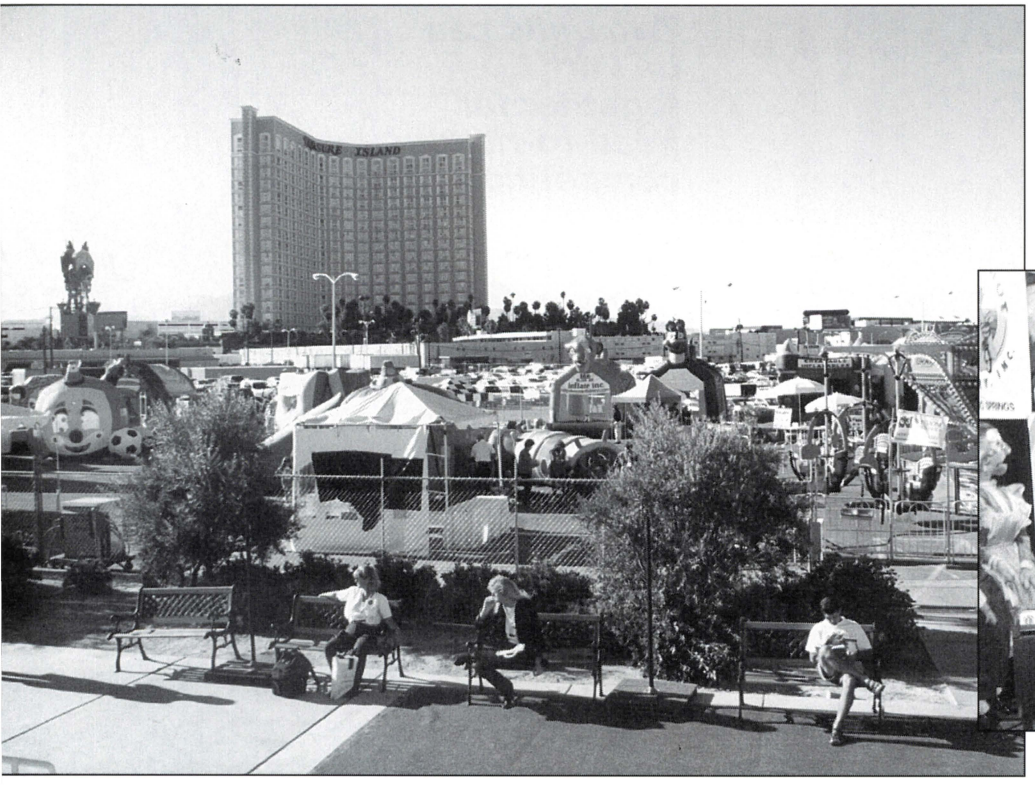
Astro Distributing's John Nelson, one of 28 exhibitors with kiddie rides, offered this view: "If an operator with videos and pins would honestly look at his route he would realize the only growth area is kiddie rides. The jukebox that's steady, well, kiddie rides are just like that. I know that hydraulic rides in an FEC will lift the revenue of all the rides in the center."

A major distributor perhaps put the show in another perspective with these thoughts: "Wherever this show was on the one-to-ten scale on Wednesday it will be lower the following Monday. Exhibitors aren't seeing the people they saw three years ago, the ones with big plans and money to spend. The ones they're seeing now are saying, 'I guess I need to add a new attraction.' There is a big difference from three years ago; not as many FECs are opening."

Oklahoma operator Jim Kamas made an observation that others echoed: "This is a baby IAAPA." Kamas, who attends all the trade shows said, "I came thinking I'd probably bounce through it, but I wound up spending more time. I will definitely come back. In my FECs I'm looking to diversify, to find something new that works. That's the name of the game."

One final quote from a coin machine operator: "I admire and respect these people for wanting to put together a total entertainment package."

"We need the new contacts we make here. Sure, some of them are wanna-bes, but we also have picked up some national accounts."



IAFEC awards, officers

Eight fun centers and two show exhibitors were honored at the Golden Token Awards presentation:

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Best Community Service—Magic Mountain in Columbus, Ohio.

Best Birthday Package—Bullwinkle's in Vista, Calif.

Best Logo Use—Jeepers! in Rockville, Md.

Most Creative Promotion—Pear Apple County Fair in San Antonio, Texas.

Best Advertising Campaign—SuperPlay in Hillsboro, Ore.

Best Exhibit (one to three booths)—Cowan Costumes; and **Best Exhibit** (four or more booths)—Prime Play Systems.

This was also the occasion to announce new IAFEC officers: Ed Pearson of Seattle Funplex, president; Harold Skripsky of Enchanted Castle, vice president; and Phil DeAngelo of The Morey Organization, treasurer. George McAuliffe of Pinnacle Entertainment Group is the immediate past president.

Directors include Karyn Gitler of ShowBiz Pizza Time, Clifford Hay of Circus Circus, Bob Morgan of Intl. Pavilion, and Frank Seninsky of Alpha-Omega Amusement.

The annual Silent Auction netted about $50,000 for research projects.

Look for seminar highlights next month in our Year in Review issue. ▲

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Merchandise marketplace:

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Remember the old line, "Where does an alien go to register?" It looks like the next alien invasion will be at the redemption counter of the nearest family fun center if merchandise suppliers are on-target with their predictions.

Fun Expo attendees had an opportunity to view the latest in licensed prize merchandise, high-end collectibles, and downright wacky toys. Here is a brief look at each company's hot items.

The selection of fall and winter prizes goes from out of this world to Michael Jordan, dalmation puppies, and smile faces showing up in all manner of items.

Ace/Acme Co. (213)626-0500: Michael Jordan dolls are expected to be popular says Rorie Keller, when the movie "Space Jam" debuts later this month. She anticipates a good reception to the soon-to-be-introduced new Looney Tunes character Lola, Bugs Bunny's love interest. Also high on her list are novelty items such as kick balls, pocket basketball and pinball games, paddle balls, rings, vinyl balls, and key chains, all related to "Space Jam."

Best Vast Imports (212)239-4100: Pens of all designs are available, from sparkles to camouflage and flags to money pens. A selection of jet ball pens feature smile faces and eyeballs on top. The most unusual item: Squishy Blood Spitters sure to gross-out the girls and delight the boys.

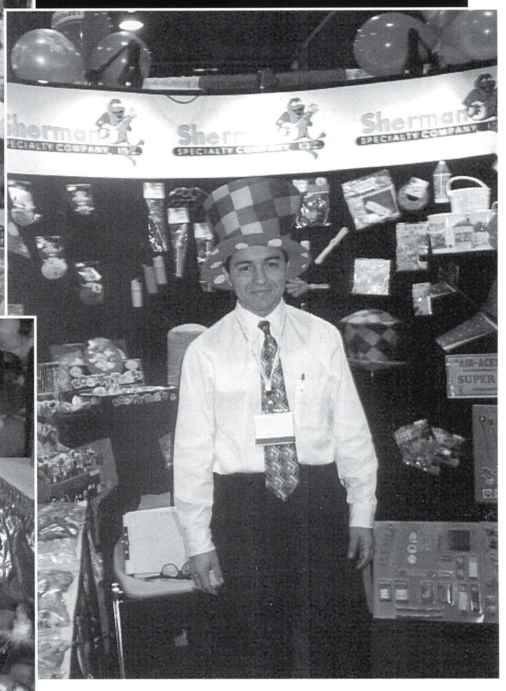
Bonita Marie Intl. (908)349-1994: Aliens are "way cool" says David Katz, who points to the company's glow-in-the-dark key chains, necklaces, and earrings with alien faces. Also of note are the better quality smile face items such as crystal rings, and Fimo hand-painted medallions tied to leather strips and worn as necklaces and bracelets. Katz advises that NASCAR items are strong, as well as merchandise related to the upcoming "Space Jam" and "101 Dalmations" big-screen movies. In addition, Bonita Marie has the license for "Goosebumps" pins, necklaces, key chains, and pendants based on the popular R.L. Stine mystery books that have made their way to TV.

Dan Brechner & Co. (516)767-6767: High bounce balls (one-inch to 2.5 inches) are going over well along with anything that has a smile face. The company has from 20 to 25 items with smile faces. Souvenir logo merchandise and imprinted items are popular, from frisbees to key chains and sports balls to beach safes. Aliens and sticky creatures also get their share of attention, as do whoopie cushions.

Darmos Enterprises (902)638-8616: The company was displaying its only product, foam walking dinosaurs called Wigglers. The animal figures are attached to a thin, rigid leash and appear to be strolling on their own.

Fable Toy Co. (718)456-8500: Randy Siegel said he is excited about their new line of dalmation stuffed toys in a variety of sizes. He adds that the Chicago Bulls stuffed animal, polar bear and baby, jester bear, and alligator are must-have prizes.

Fun Enterprises (516)777-7380: The "101 Dalmations" and "Space Jam" movie releases will mean a demand for prizes with these themes say company officials who noted, "We're waiting for something good to come along." The company can provide everything from animal slide balls to



Clockwise from upper left:
- **At the King Plush booth, with Winnie the Pooh, (l-r): Steve Suraci, Chuck Thurber, Pat Klasno, Jan Wilson, Judy Shannon, and Angel Mingie.**
- **Hector Duran of Sherman Specialty sports one of his wild top hats.**
- **JoAnne Jennings of Plush Appeal packs up display items at the close of the show.**

NFL and NBA trading cards and mystical eye rings to plush kits.

HMS Monaco (212)239-8700: Bruce Haber says the company has decided to capitalize on the new "lifeform" interest with its own alien plush heads and other items with aliens on them: hats, key chains, money clips, and stopwatches. Also look for college backpacks and economical neon happy face items. "Space Jam" and "101 Dalmations" merchandise is expected to be big, while Looney Tunes items continue to be in demand.

Haber adds: "Every year this show has gotten better for us. The opening day was the best writing day for the first day of Fun Expo since we've been doing this show (six years). I'm convinced this show will become the premier show in years to come."

Idea Intl. (818)813-1690: Sports pens with basketballs, footballs, soccer balls, hockey pucks, and baseballs on the top are gaining attention, explains Marcia Wake. Also popular are angel, pewter, smile face, U.S. flag, money, and cloisonne pens, plus novelty watches with decorative bands.

King Plush (310)834-0499: Disney pieces were the first to come to mind at the King Plush booth, where attendees could locate any size Mickey and Minnie, Donald and Daisey, and a host of their friends. Also available are characters from the movies "Flipper," "The Hunchback of Notre Dame," and "Pocahontas." Winnie the Pooh figures for cranes or redemption are also strong items.

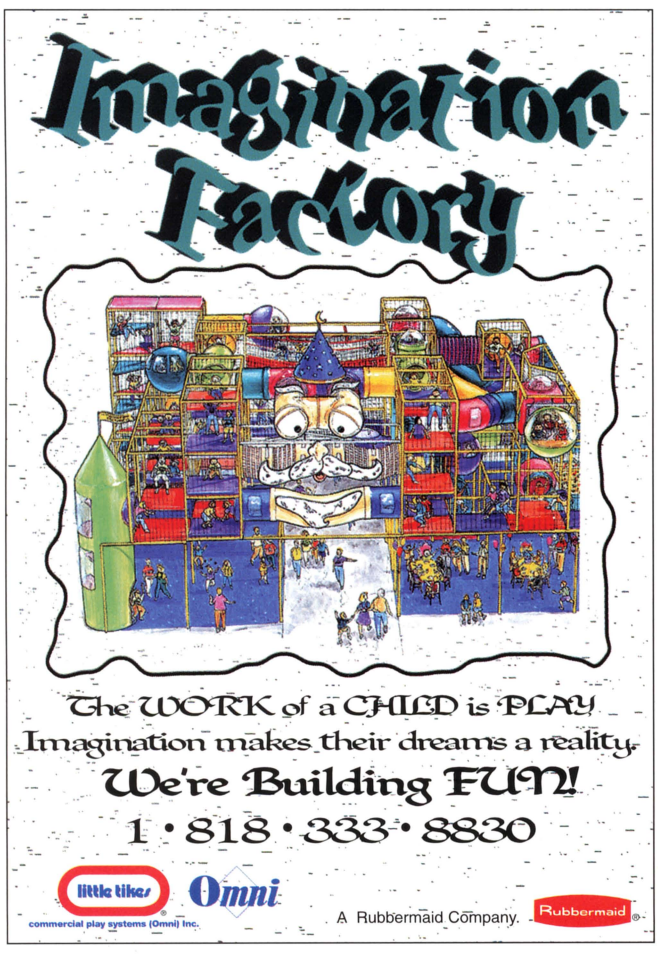
Nancy Sales/NANCO (617)884-1700: Bob Bauer says the company's NASCAR and Indy series suction cups, stuffed vinyl cars, and key chain cars are the most recent hot licensed items. Giant plush includes the colorful Chelsea Cat and Grape Ape. NANCO will debut a new line of amusement plush families for redemption at IAAPA '96 this month.

Noel Industries (813)784-6202: Pre-packs are the stock-in-trade here; they include popular hockey pucks with IHL and NHL team names. Also available are NASCAR items, key chains, minicars, bumper stickers, and flashlights suitable for rotary trays.

Jack Kelly (l) and Bob Bauer of Nancy Sales/NANCO with Chelsea Cat and Grape Ape.

Northeast Import (401)724-8777: David Dambrosia tells us that it's always back to basics with the switchblade combs, handcuffs, and whoopie cushions that never go out of style. Other popular items are the jester hat with bells, the new crazy hair hat, and the Kool Kat hat with imprints like peace signs or seasonal designs. Said Dambrosia: "Kids seem to go for anything goofy."

One Stop Toy Co. (800)562-2002: Steve Barr and Eric Horn are proud of their vinyl "Wheel of Fortune" pillows in sizes from seven inches to 24 inches. Also high on their list are the Three Stooges dolls that come in both eight-inch and 13-inch sizes wearing jailhouse attire or holding footballs. Look for the new Three Stooges dolls in tuxedos in December. One Stop also stocks candy crane mixes.



Oriental Trading Co. (800)228-8884: Paul Brinkman pointed to the glow cabinet that makes an ordinary display special with both normal merchandise and glow-in-the-dark items such as iridescent toys or the company's lava lamps and tornado light. "Smile faces are back in full force in glide balls, watches, stretch men, and stress balls," says Brinkman. He adds that bean bag animals similar to Pound Puppies will attract customers, as well as anything with bugs. Alien stretch men and glide balls are also expected to be popular due to a rash of movies with aliens in the storylines.

Play-By-Play Toys & Novelties (210)829-4666: "We're selling a lot of Christmas pre-packs," says Steve Chernin, who points out that 50 percent of the mix is sought-after Looney Tunes plush.

Plush Appeal (504)945-1385: First-time exhibitor Cathy Fletchinger says that redemption trade-up plush is a hit for them. Among the notable plush are the retail-quality Popeye collectibles and dressed bears from the Riverhill Collection (part of the 24 Carat Brand). The bears feature Vonnel fur and flocked noses and range in size from 10 inches to 20 inches. Plush Appeal also stocks Gargoyles watches in three styles and vinyl Tunes characters on suction cups or cords suitable for hanging in a display. "These are the same items you see in the Disney store for a fraction of the cost," adds Fletchinger, who is about to move into a new 52,000-square-foot warehouse.

Plushland (310)234-1922: The company, which only sells plush items, considers the most popular items to be the jungle animal assortment, stuffed animal purses, frog

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FUN EXPO Fun Expo FUN EXPO Fun Expo FUN EXPO Fun Expo FUN EXPO

"FECs are realizing if they have items that appeal to all age groups then all the age groups will play their games."

purses and stuffed animals, the rainbow soccer ball (exclusive with the company), the smiling sunflower, the laying bulldog, and the Red Dog.

Prizes! (714)891-1710: Rod Akers says, "Our most popular items are sports balls, footballs and baseballs that are NFL and Major League endorsed." Another popular item is a baseball or baseball cards inside of a hard cap, designed for cranes but also popular for redemption. Hat choices range from the top 25 college teams to NFL teams.

Rebecca's (817)545-2745: Debora Cherry responds, "Anything with aliens!" Fimo jewelry is also on her in-demand list, along with guardian angel jewelry, hand puppets, and a line of specialty clocks that includes a sound-action train clock that whistles on the hour and features flashing road crossing signs.

Cherry commented, "I think FECs are realizing if they have items that appeal to all age groups then all the age groups will play their games. That's why we carry a wide variety of merchandise. My customers say their business is good. Redemption customers seem to be pretty happy."

Rhode Island Novelty (401)274-1818: According to Dan Highcove, stove-top hats in a variety of colors, aliens necklaces and other jewelry, licensed sports merchandise, and infalatable NFL football helmets are their top-selling items.

R.M.K. Sales (516)887-0600: Nostalgia is the byword at the company that offers "neat stuff" such as replicas of antique bumper cars with a clock, radio, or phone inside. Telephones are also disguised in an old-fashioned fire engine, streetcar, pink Cadillac, and roadster. An old gas pump replica houses both a phone and a radio. Volkswagon lovers will appreciate the VW replica that's also an alarm clock. A minijukebox that stands 41.5-inches high and plays both CDs and cassettes is a real attention-getter.

Sherman Specialty Toy Co. (516)546-7400: Hector Duran says hot items are glow-in-the-dark sticky eyeballs, reversible top hats, Looney Tunes koosh balls, kick balls, and pens. Super ball footballs, animal finger puppets, zipper-pull flicker eyes, smile face rings, and bubble necklaces are also noteworthy. Sherman does in-house imprinting on even small orders.

Play Meter's technical expert Randy Fromm was pursued by playful costume and inflatable characters.

Somerville Plastics Corp. (818)448-9644: Novelty key chains and magnets are among the company's demand items, also the Magic Ball and Character Wavers where animal and human figures wave their hands when you pull the string.

Star Track (516)293-5150: "Nothing's been hot lately, so everyone has their fingers crossed," said Frank Santos, of the new "Space Jam" hats, stuffed animals, and novelties. Popular items are "Sesame Street" characters, especially Elmo. They can't keep the Winnie the Pooh characters in stock. Other good prizes are smile face jewelry and higher end items such as electronics.

The Hits Co. (818)904-1424: David Dalessandro advises that kids can't get enough of the "101 Dalmations," "Goosebumps," and "Space Jam" stickers, back to school items, decals, fanny packs, and purses, which are affordable for redemption. Also, don't miss "Toy Story" bendable characters. ▲

Manning the Atari Games booth, (l-r): Alex Donnelly, Mary Fujihara, Rob Bersabe, and Pete Morris.

Cute plush at Prizes! shown by, (l-r): Abe Lee, Rod Akers, and Karin Raymond.

At the AAMA booth, (l-r): Tim Noland (Island Design), Louie Rummenigge (Konami), Steve Murray (Valley), Angela Orlando (AAMA), Pete Gustafson (Sega GameWorks), Lisa Basten (Bay Tek), Bob Fay (AAMA), and Jay Malpas (Data East).

Abe Smith (l) and Roger Olsen serve up tempting pizza at the Pizzas of Eight booth.

The Williams gang, (l-r): Joe Dillon, Jim Greene, Christa Woss, Pat Sullivan, Roger Sharpe, and Tom Cahill.

Emile Arabo (l) of Cybermark demonstrates *CyberStorm* to Greystone's Dennis Sable.

ARM's Rhonda Fletcher and Lou Cappetta talk with a counter full of customers.

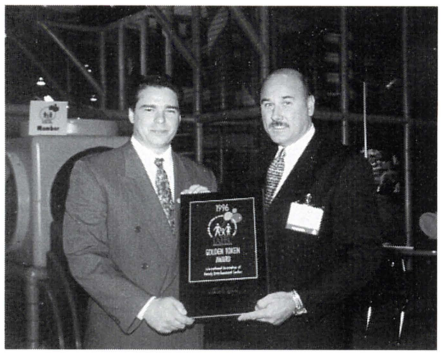
Bullwinkle's Intl.'s Paul Kramer and "the moose" friend welcome Fun Expo attendees.

The Happ crew welcomes visitors, (l-r): Howard Williamson, Larry O'Toole, Sue Happ, Frank Happ, and Dennis Sitcler.

National Ticket's Bill Alter with Yoshikawa Merchandise Concepts' Karen Yoshikawa.

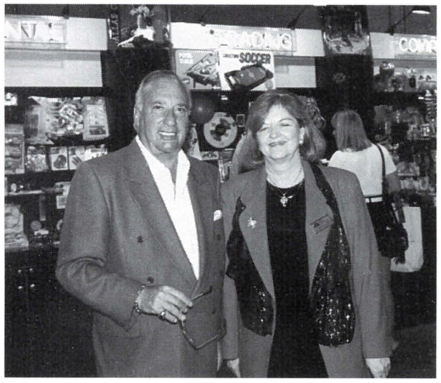
At Ascension's Lazer Runner *BattleStation*, (l-r): Kenn Schurek, Fun Expo's Bailey Beeken, model Aiky, Doug Wilson, and Florette Schnelle.

XCP's Darrel Rademacher (l) and Michael Machael say that phone card dispensers are HOT!



Prime Play's Jason Wharrie (l) and Ken Komenda are very proud to have won an IAFEC best booth award at Fun Expo.

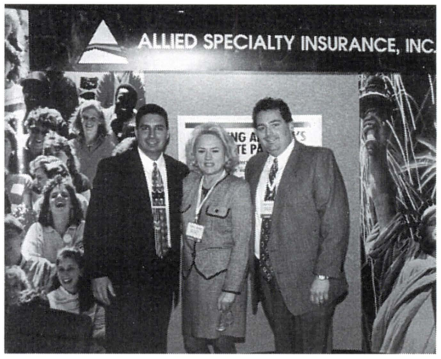
Hanaho Games' Debbie Gonzalez and Conrad Ho (c) talk with their international freight crew, Robins Fleisig Forwarding's Alan Sheps (l) and Rob Ellis.



Rick Hoffman stops to visit with Oriental Trading's Sondra Doyle.

Deltronic Lab's Robert Delananty (l) with Molly Horniak and her son Steve.

Doyle Trading's Michiko Miyagi-Doyle, Skip Doyle, and Global Equipment's Steve McCaul show their joint-ventured operator- run ATM machine.



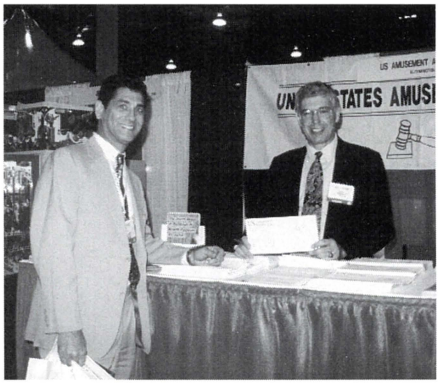
Allied Speciality Insurance had Joe Gaeta (l), Sherrie Calhoun, and Frank Gullum manning the booth.

Interactive Light's Amir Rubin (l) shows ICE's Joe Coppola (c) and IL's Stuart Wallock how it's done on the *Home Run Derby* baseball simulator.

Dennis Agpaga and Gilda Franklin pose as a customer walks by at the Wee-Chin/James Industries' booth.

Jane Farrell of Astro Putt/Marquis Carpet shows how the colors reflect with a black light.

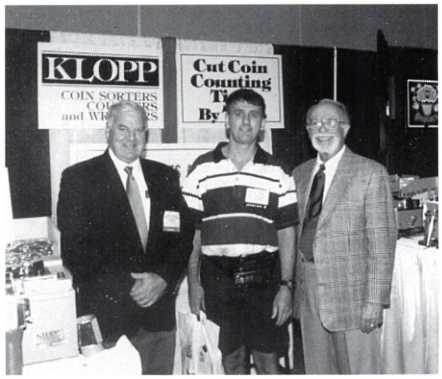
Kathleen Silvertri (l) and Arthur Grover of Kiddie Bumper Boats pictured in their booth.



Operator Ron Yaffee (l) pictured with Ric Stephan of U.S. Amusement Auction.

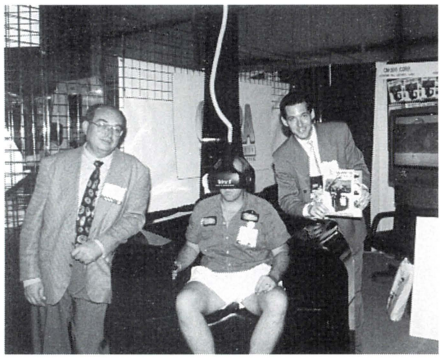
Entertainment Management Services' Tom McAuliff (l) and Alan Bruck (r) with Glenn Bullock of Bullock, Smith & Partners.

Play Smart's Howard (l) and Darrell Weaver.

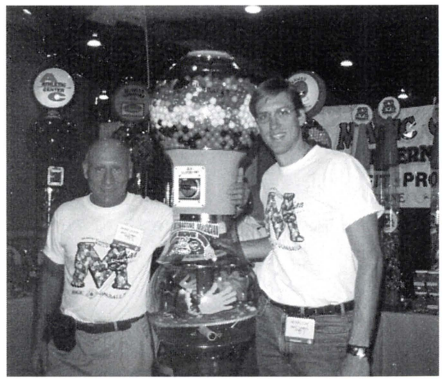


From left: Gene Phaneuf, Tom England, and John Lanagan.

Seidel Amusement Machine Co.'s Phyllis Seidel and Global Equipment's Steve McCaul share a laugh.



CM-300's Sam Singal (l) and Israel Ellis (r) look on as show attendee Rick Cannon tries out the company's VR unit.



Magic Gumball Intl.'s Art Stevens (l) and Mike Lach with their new interactive machine.

From left: Chris Zagst and Greg Harkins talk with Markel Insurance's Angie Whaley and Ed Long.

Bob Keelyn (l) of Great American Billiards demonstrates P & E's *Street Hoops*.

Paul Matthews (r) of Ashland poses with show goers Jeffrey and Timmy.

LaserTron staff, (l-r): Aimee Shank, Steve Kessler, Carrie Carter, and John Rizun.

Steve Siegel (l) of Powerplay Amusements/Cool World sits in the Weiner Ride and listens as Chuck Weiner explains it all.

The crowd lines up for a ride on Thomson Entertainment's simulator, Venturer S2.

Margie Treger of the Sega game room at the Luxor Hotel samples Sega's *Die Hard Arcade* video.

John Nelson (l) of Astro Distributing and Stephan Renaud of Benchmark Entertainment.

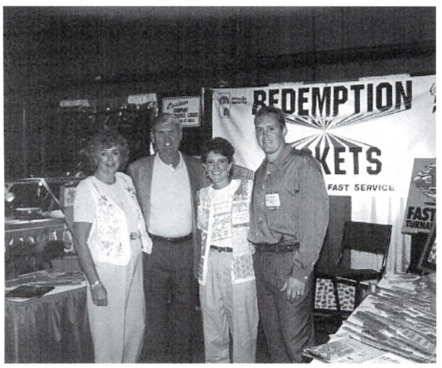
The Skee-Ball staff, (l-r): Dan Packowski, Reggie Moultrie, Steve Bubbenmoyer, and Mark Kane.

Big smiles at Plush Appeal, (l-r): PA's Joanne Jennings, Spectrum Partner's David Robbins, and PA's Catherine and Daryl Fletchinger.

Casey Cass (l) talks with IAAPA staffer Jack Gonzalez (c) and IAAPA volunteer Leslie Hutcheson.

From left: Javier De La Uz of Betson, Bill Stone of Stone Amusement, and Bernadette and Bill Treger of Casino Data Systems.

Pictured at Perky's Pizza, (l-r): Chris Wild, Dan Broom, Bruce Stockberger, Paul Devia, and John Zloch.



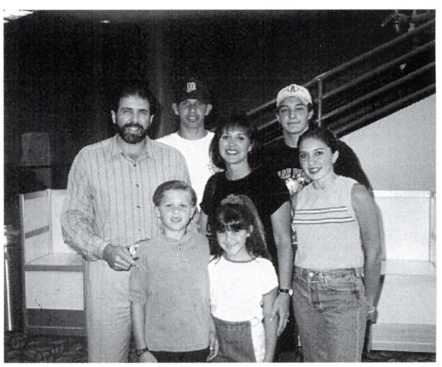
The Broyles family at the Muncie Novelty ticket booth, (l-r): Claudia, Bob, Jamie, and David.

Just Kiddie Ride staff, (l-r): Richard Steneck, Sean Kierman, and Jim Monahan.

Globe Ticket's Phillip Raines (l) and Colette Acuff.

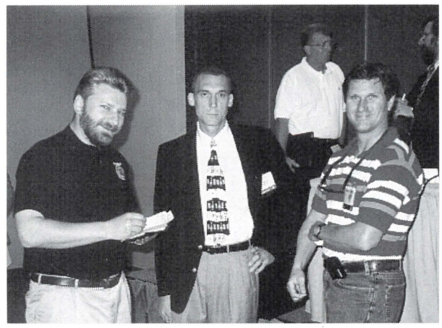
Steve Holcomb (c) of Pacific Theaters chain is welcomed by One Stop Toy Co.'s Erick Horn (l) and Steve Barr.

From left: Robert Amaro of Rock-Ola, Judy and Jim Tolbert of Amusement Only, and Russell Etheridge of Rock-Ola.



Peter and Christine Casas (c) with their children Jordan and Carly (front), Courtney (r), and Justin (back left) and friend Jason Mercurio.

Checking out the *Tonka Truck* kiddie ride, (l-r): Kiddie Rides USA's Brian Carasik and Stuart Heller, and Equity Resource Services' Bob Hotaling .



After the seminar, "Viva La Coin-Op Revolution," (l-r): James Plamondon of Microsoft, Steve Siegel of Powerplay Amusements/Cool World, and Brad Brown of Worldwide Video.

Capcom Coin-Op Arcade's David Schick (c) talks redemption with Bob's Space Racers' Ted Sloan (l) and Jack Mendes.

Premier Data's Jim Rodrigues (l) is busy with a customer, as the company's Jessica Carter and Cal Ulker stop for a quick photo.

At the Master Pitching Machine booth, Joe Giovagnoli shares a light moment with Amusement Business' Bridget McBride.

"Kid's are gonna love it!," exclaims Carousel Kiddie Ride's Ken Schaffer (l) with Carousel's Tom Collins and the new *Speedster* interactive racing kiddie ride.

Pausing for a quick picture at the ARMS Intl. booth, (l-r): ARMS' Lou Cappetta, Rhonda Fletcher, Escapade's Michael Lund and ARMS' Joe Stoto.

From left: operator Kevin Cronin, Mike Maresca and Michael Katz of Bonita Marie, operator Corey Wilbur, and David Katz of Bonita Marie.

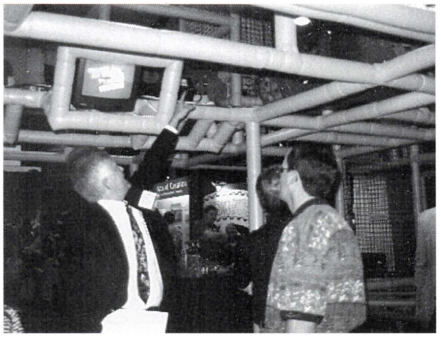
"Thirsty anyone?" A huge Pepsi mascot is surrounded by, (l-r): Cowan Costume's Karen Cowan and Carole Wheller, along with Jack Loeks Theater's John Loeks and Roger Lubs.

Photo Vend's John Biondo (l) looks on as a couple of young customers check out the Polaroid *Logo Photo Booth*.

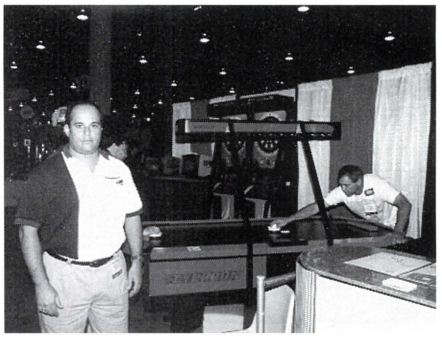
Palisades Amusement's Leon Cauchois and daughter Nicole (l) visit the Ace/Acme and Laramie booth, and speak with Rorie Keller (c), Linda Ohlsen, and Rick O'Conner.

Bryan Eisenhart (r) of Virtual Images sets up Michael Jessup to test its *Cyber Pak*.

Mark Utti (l) gives his full attention as SNK model Sandra Blanco demonstrates the *Neo Print* photo booth.



Larry Reed of Little Tikes/Omni points out details of his structure to show goers.



New Merit Industries representative Dan Goldsand "cuts his trade show teeth" at Fun Expo.

Q-Zar's Gary Goodman (c) and Brenda McNally (l) with the Q-Babes.

Big kids play *Alpine Surfer*, *Prop Cycle*, and *Time Crisis* at H. Betti's booth.

Trade show fun! From left: Playland Services' George Geare, Rick Ellis (sliding down the chute), Tom Brown, and Alan Gooch.

Miner's Revenge attracts players at the Acclaim/Laser-Tron booth.

Virtuality's staff, (l-r): Mike Adams, Lance Loesberg, Tom Milks, Mindy Moore, and Sam Ramirez pose as Tom Prestinario plays the game.

AGE's J.R. Fishman and model Denise Hewitt show off the new (live) *Lobster Zone* catcher. J.R. reported having a "great" dinner after breaking down the booth Saturday.

Lots of activity at the Amusement Products booth.

Ashlea Reardon (daughter of Matt Reardon of Family Entertainment Connection on the internet) enjoys a round of *Big Mouth 2000*.

From left: John Tarantino, Brad Brown, and George Noriega of Worldwide Video stop and shop at the LAI booth with Pensri Minnella of LAI.

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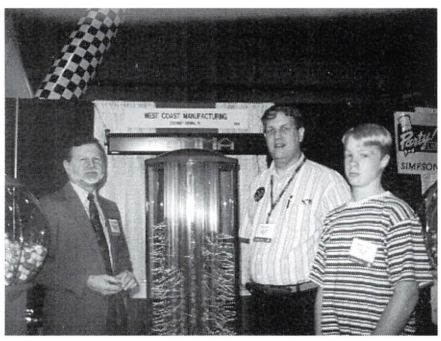
At the HMS Monaco booth, (l-r): HMS's Steve Schulman, Glad Entertainment's Scott and Shann Florer, and HMS's Bruce Haber.

From left: Frank Seninsky, Bob Fay, Lenore Fromm, Randy Fromm, Carol Lally, Dennis Sable, Carol Ann Longacre, Shirley Hancuff, and Leroy Hancuff.

Rob Blackmore (l) has all his questions answered by Soft Play's Pat Kane.



Jack Thompson (l) of West Coast Mfg. shows his *Pop Drop* to Gary (c) and Daniel Voogt.

G.L. Technologies' Sam Kim is very proud of his *Putting Challenge II* golf simulator.

The walkin' Pepsi Can asked to be photographed with Play Meter's Leslie Lally.

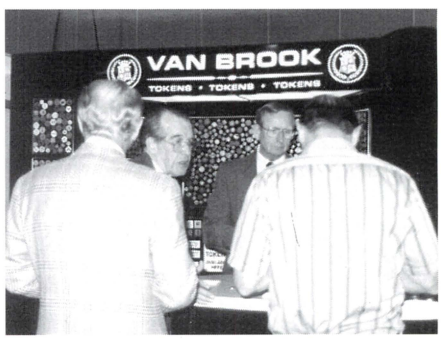
From left: Doron staffers Bill Murray, Phil Bullock, and Kelly Stevens prepare Don Wenzinger for a wild ride.

Larry Adami (l) and Peter Pepper of G. Willikers show off their new kiosk of six *Pachinko* games.

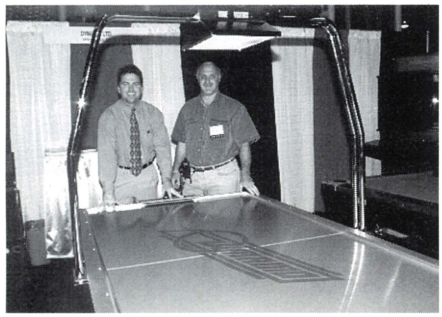
At Coin Concepts booth, (l-r): Lawrence Ng (Whimsey Co.), CCI's Gary Warner, Whimsey's Isabelita Javier and Kenneth Wagner, and CCI's Bob Schneider.

Richard Stites enjoys Gametime's *Mini-Max*.

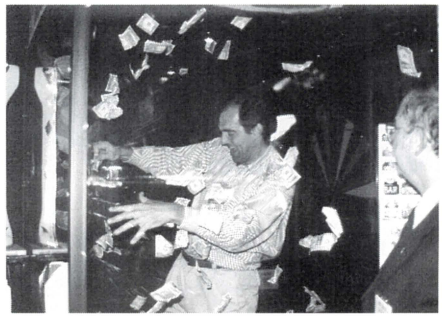
From left: Laser Storm's Gene Beuth, Shutes-N-Ladder's Sherry and Roger Ball, Laser Storm's Jeff Brown and Dave Houston.



Van Brook's Virgil Vance (l) and Jack Spense (r) talk with show goers.

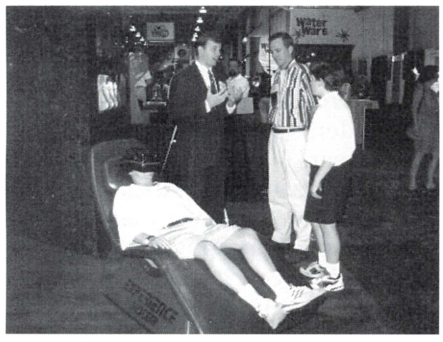


At the far end of the *Dynamo Air Hockey* table are Dynamo's Chris Brady (l) and Billmar Amusement's Mark Roland.



Gustavo Abudei (l) is "catching on" as Don Farren of World Wide Amusements watches.

From left: Glenn Cornell of Centreville Mini Golf & Games, Gary Reedy of Planet Play, Angela and Bud Murray of Happy Tymes, and Chuck Jones of Fun Challenge.

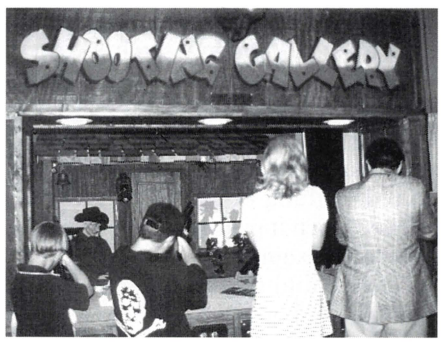


Linda Gardner plays as Bob Ferris (l) of Ferris Productions explains the *Experience System* to Bob Morgan (c) and Dave Sudia.

Big Top Gumball staff, (l-r): Steven Hirschberger, Harry Ranney, and Wanda Hubacek pictured with their Greatest Gunball Show on Earth.

Tenderfun staff, (l-r): Kathy Grover, Chris Taylor, James Bechtold, and Lauren Murphy.

Pictured in their colorful display of flags are Jerry and Helene Schuman of C & F Trading.

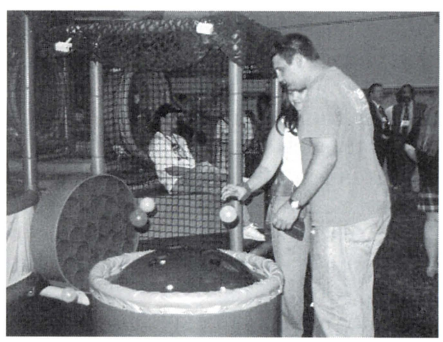


Kids of all ages enjoy the *Shooting Gallery* by Taylor Engineering.

Chris Pallone (l) of Wax Fun dips the hands of Theresa Collins and Amy Kurtz as a crowd watches with interest.

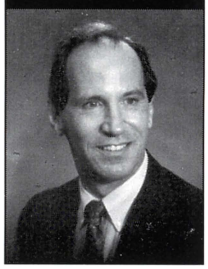
John Glenn (l) of Bumper Buggy explains the details of his unit to Manfred Janka (c) as Wayne Lankford watches.

Jim Niblok (l) of Canadian Coin with Jeanne Petit of Data East/Fabtek and Tim Jackson of Planet Earth.



Heather Spates and Tom Johnson play with balls suspended in air at the Pentes booth.

THE LEGAL EAGLE



FLORIDA takes a step back

The general standard for redemption games in Florida is that only those which offer a prize "by reason of any element of chance" are prohibited. If your machine doesn't violate this, there is no limit to the prize value which you can award. In 1984, the legislature added a more liberal standard for arcades with more than 50 machines.

If this applied to you and your machine awarded no more than 75 cents per play in redemption value, you were OK if the award was made "by application of skill." In other words, it didn't matter how much chance was involved in play, so long as skill was involved too. (This is my interpretation. The courts in Florida have yet to speak on this.)

I am sure that the operators of many types of venues in Florida have long looked with envy on the arcade operators and the kind of redemption equipment they could run. Finally, this year, the truck stop operators had their turn with the legislature. Someone introduced a bill which mentioned the same "by application of skill" standard for truck stops. It was eventually consolidated as part of a massive transportation bill and passed by both houses.

While the bill became law on May 31 without the signature of the governor, the result of this new legislative enactment could be disaster for arcade operators.

It has always been lawful to offer skill predominant redemption equipment at truck stops. The new law did not broaden this. In fact, it contains a take-back limitation which reads as follows: "this subsection shall not apply...to any game or device defined as a gambling device in Chapter 24 of the United States Code, under Section 1171...."

What the author of this bill seemed to be saying was, "give us the right to offer prizes for play of games which involve just a little skill and maybe a great deal of chance but we won't violate the Federal Gaming Devices Act of 1962." The trouble is, the federal law prohibits lots of game which award prizes "by application of skill." The federal law doesn't look at the skill in a game the way the Florida arcade exemption does. Rather it looks at the chance in the game. The federal standard which the Florida truck stop exemption embraces is a prohibition on all games which award prizes "as the result of the application of an element of chance." A big difference!

The second problem is that the new law says that nothing in "this subsection" authorizes a redemption machine if operating it would violate the Federal Gaming Devices Act of 1962. What's in the subsection? Guess what. The arcade exemption is in the subsection. The courts will have to settle this one eventually, but it looks like the sponsor of a bill to give the arcade exemption to truck stops unwittingly produced nothing at all for truck stops, while depriving arcade operators of their own exemption.

How could this have happened? I haven't spoken to the progenitors of the truck stop bill but I can't help but surmise that they didn't understand the implication of their text. Why (if they had understood what they were about) would they propose a 75 cent per game redemption limit, where there was no prize limit which applied to skill predominant games in Florida? It must have been that they thought they were going to get the right to offer games with just a little skill. Could they possibly have understood that the reference in their bill to the federal standard took away this benefit?

If you look closely at any "quick-fix" redemption-inspired reform to the states' gambling laws, you are likely to see flaws. Some of the flaws are benign. For instance, the liberal-standard exemptions for redemption games enacted last year in Arkansas and a few years before in Georgia provide that the exemptions don't apply to any game for which a Federal Gambling Device Tax is provided under the Internal Revenue Service Code.

The trouble is Congress repealed the Federal Gambling Device Tax many years before these laws were passed in Georgia and Arkansas. (It's a good thing too. Before it was repealed, the tax was imposed on any device which involved chance. A predominance of chance was not required to subject a device to the tax. If the Federal Gambling Device Tax were around today, there would be lots of games currently in use that involve play based on a predominance of skill but that would be subject to the gambling device tax anyway because they involve a little chance.)

Some of the flaws are not so benign. A common flaw is no mention of buildup in the exemption statute. When you use a single-game prize limitation as the policy-level justification for a greater tolerance of chance elements in amusement games, then you must provide for the accumulation of value awarded over a series of plays. If your bill fails to do this, you can count on being challenged by law enforcement concerning customers' accumulation of single-game awards.

Let's hope that in Florida, with the aid of the courts, the magic of interpretation will somehow enable the arcade operators to keep their exemption after all. I for one look at this unfortunate legislation as a reminder that when you are trying to fine tune a state's gambling laws to be more permissive of amusement redemption, above all, do no harm! ▲

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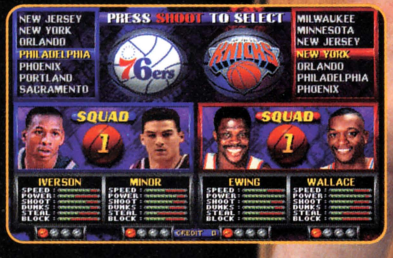

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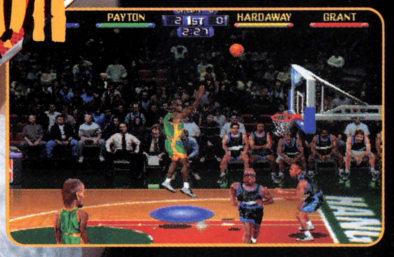

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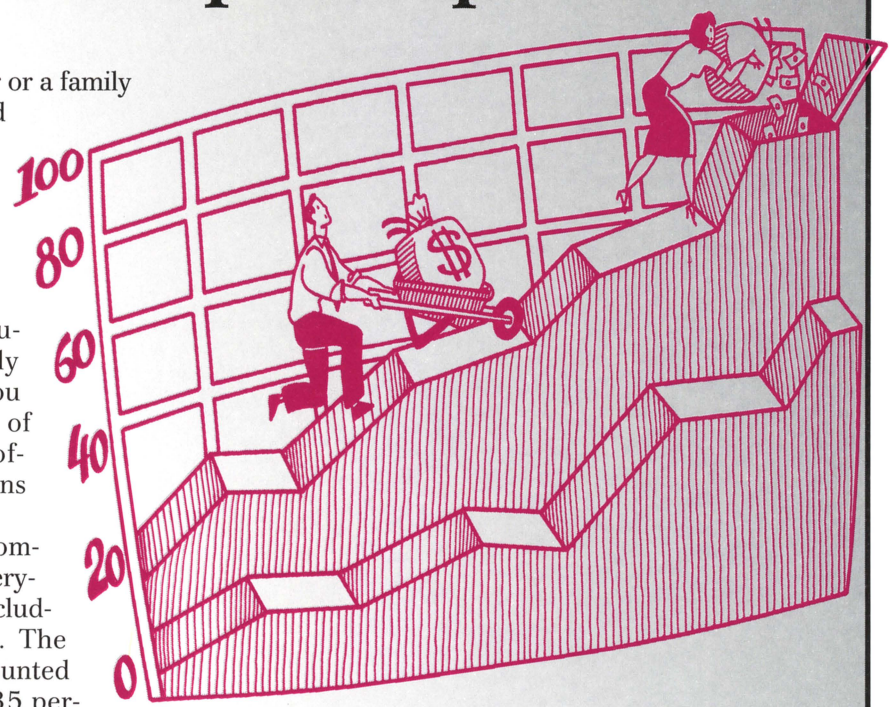
FEC HANDBOOK

Push up PROFITS with a pay one price plan



Pay one price is just that. A customer or a family pays just one price per person for selected attractions at your FEC. The basic idea is to offer several "rides" on one or more attractions for the same cost.

The name you choose to call your pay-one-price program could be anything, but it should be catchy, easy to remember, and imply a good value. Super Saver or Combo Pack are two really great names. As part of the program, you can offer 10 go-kart rides or 10 rounds of golf for a specific price. You can also offer one or two of each of your attractions for one low price.

However, if you choose to offer a complete package, make sure you include everything for a fun filled day at your FEC including tokens and a small food discount. The pricing structure you use for these discounted events should be approximately 15 to 35 percent lower than usual. Less than 15 percent and your customers will not see it as a great deal and will not consider purchasing it. More than 35 percent and you're losing money.

Make sure that you post this discount on your pricing board; post it nice and large, so your customers will see it. But don't post it in a form that says "You save 20 percent." Post it saying "You save over $6." The $6 looks more appealing than 20 percent. It is also important to instruct your cashiers to recommend this special discount to any customer who purchases rides or events. If your staff fails to mention this offer to a customer he may get upset because he didn't get the best value!

The idea for a Super Saver is not for you to lose money, but for your customers to stay longer, buy more food and play more games, and in general to enjoy themselves even more at your FEC.

When you sell 10 rides for a discounted price, the form or coupon you use can be either simple or very detailed. The easiest way is to sell a coupon with five, 10, or more tear-off sections, each section corresponding to one event. All the event attendant has to do is tear off a section for each ride. Have the attendant tear off the coupon, and put the words "void if removed" on each coupon.

The header or the top part of the tear-off card could also be a coupon when all 10 events have been used. It could be a coupon good for four game tokens for use in the game center. Or maybe even a discount (not more than $1) toward a single ride, food, or event in your park. Put an expiration date on each coupon, or have the cashier stamp an expiration date on it.

If you choose to have your cashier stamp an expiration date on the Super Saver, theft could be a problem. Number all your supersaver cards so theft is deterred, that way you can print a quantity of coupons and not have them expire while in storage.

You could also have a two-tier expiration date. Half of the coupons expire in 30 days; the other half expire in 60 days. This will get the purchaser to use half of the coupon and then come back to your park later. The flip side of this technique is to make half of the coupons valid 30 days AFTER the purchase. These are good for charities, giveaways, and special gifts, but NOT for general purpose customer sales. An example would be having five coupons good until Sept. 15, the other five coupons valid after Sept. 15. This will force your customers to come back after school has started.

Finally, don't get locked into only offering one type of Super Saver. Have several types such as bumper boat, go-kart, and batting cage Super Savers. These are just examples of some of the packages you can offer. ▲

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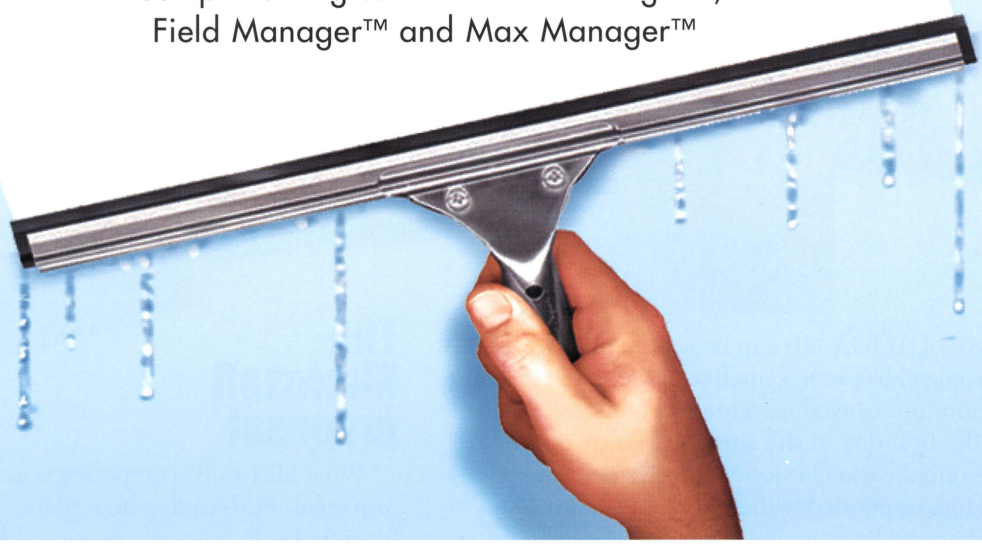
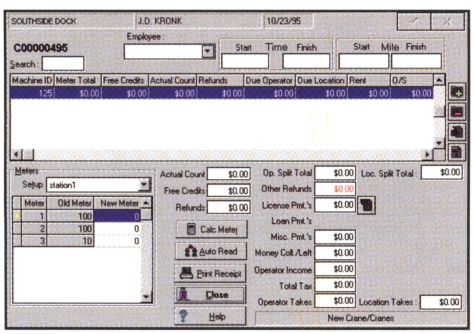


Collections



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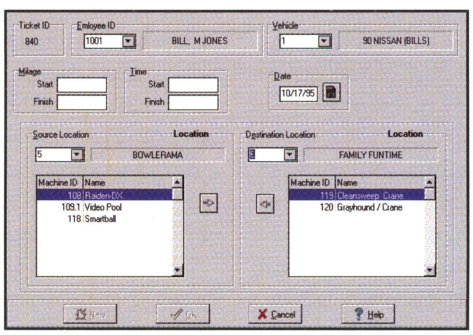

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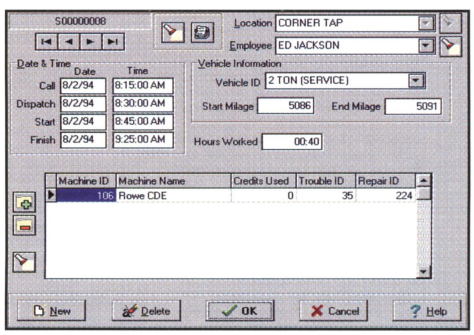

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The story of AMOA '96 can be told in one word: Microsoft. A Svengali-like representative of the software giant, James Plamondon, wowed an audience of close to 1,000 people on the first day of the show with a revolutionary proposal to remake the coin-op video game business and many operators responded with unbounded enthusiasm.

But it remains to be seen whether this proposal will play out as a salvation for the business or a modern-day tale of the Trojan horse ending in a takover of coin-op video by the more powerful PC industry.

"I've never been more confused in my life," concluded one attendee. "Most shows seem to answer questions. This one just brought up more."

Generally, reaction was split into two camps. "Microsoft's ideas are the future. I think we'd be naive if we really thought that our industry could remain like it is. We have been heading for a major change and this could be it," declared one operator." But another industry veteran countered: "So you give them your best locations and in a year or two they chew you up and spit you out. Microsoft needs operators, distributors, and trade magazines like they need a hole in the head."

A third take was expressed by this more sanguine attendee: "I was pleased with what I saw. Is it going to happen tommorrow? No. I see the industry changing gradually over the next six to 10 years."

The Microsoft proposal

What Microsoft is proposing is a universal PC-based game platform that will utilize the company's Windows operating system and replace the current system of game production. In short, this would change the model of game production and distribution, allowing operators to simply change out software each time a new game is needed.

To support this new platform, the industry would also need to adopt standard panel controls that would "snap in" to all cabinets.

Plamondon argued that change is necessary to stem the tide of decline in the commercial video game business. "Coin-drop and unit sales are way down," he said. "Not surprisingly the number of operators is down as well. What we come up with is a continued rate of decline. Operators will hit bottom at some point. There is

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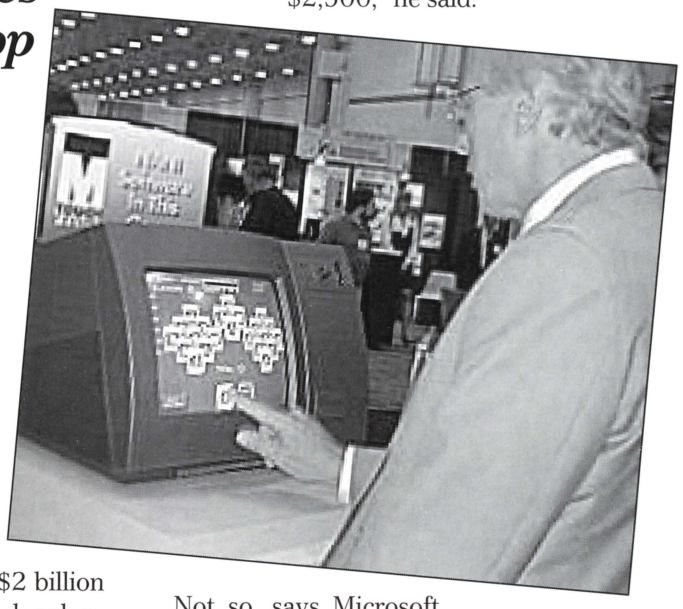
only one thing that continues to go up and that is prices. If coin-op doesn't get on the PC bandwagon, it may get run over by it."

Ironically, the lower prices and improved quality of PC graphics is driving the price of coin-op videos up in an attempt by manufacturers to create experiences that top those in the home. However, this same trend is what now makes it possible to create coin-op quality games using the same model as consumer games, according to Microsoft. A second factor which makes this possible is a change in Windows itself which gives game designers more access to their hardware, thus allowing them to create quality games in a Windows environment.

> ***"Home games need coin-op to be our theater. It's a marriage made in heaven."***



These developments should render obsolete the current business model of creating new hardware each time a game is created, Plamondon said. This does not mean, however, that operators would simply use existing home games. Instead, current and new game titles would be tailored to the coin-op market which thrives more on action than role-playing and strategy games.

A wider range of titles would also be available now that game designers who previosly had little or no access to the industry could now produce games for coin-op. Additionally, a properly marketed coin-op debut would help promote its later home release, thus allying the two industries which currently see each other as competition.

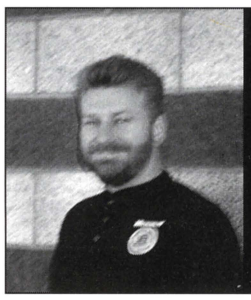
"Home games need coin-op to be our theater...Mostly they are waiting to hear from you," said Plamondon, who added that Microsoft spends $2 billion annually on research and development, much of that in computer graphics. "We'll license it to anybody for free as long as you're running it on Windows. That's how we make our money. It's a marriage made in heaven."

The pros and cons

In fact, Microsoft's ostensible interest in the coin-op industry is based on a desire to sell its high-end computer products to operators, as well as use the arcade and street location venues to market those same products to home users who become familiar through game play.

But many industry members are cautious at best, saying it's more like a shotgun marriage. In particular, current manufacturers of video games question those intentions and suggest that the software company's presence spells trouble for all levels of the industry.

One savvy member of the manufacturing community conceded that while the techonological benefits were clear, control of those tools by one powerful entity would spell the end of the current structure of the industry. "I'd rather have 25 people owe me $100 each than have one person owe me $2,500," he said.



James Plamondon of Microsoft

Not so, says Microsoft. Everybody stands to benefit if they jump on board, Plamondon told the huge seminar crowd Thursday morning. For operators, their expenses will be lowered by utilizing re-usable hardware and buying cheaper games on disc ($750 each was the suggested price), they will be able to change games more rapidly and more frequently, and earnings will be increased by being able to balance the supply and demand. Hardware costs for each game machine should fall in the range of $4,000, according to the Microsoft proposal.

"This year's top of the line hardware is next year's second tier," Plamondon explained. "At worst the PC is as bad (as the current situation). But at best it's a lot better. Furthermore, Windows is tournament-ready today."

Distributors would fit into the equation is several ways. First, they would continue to sell games. Plamondon noted on several occassions that home game sales are routed through distribution, and at present it is not technologically feasible to talk about downloading games. "It's going to be a long time before the information pipe is

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wide enough," he said. "Right now Fed Ex has the ultimate bandwith."

Beyond that, distributors would also be perfectly positioned to sell control panels, as well as custom-built cabinets and high-end interfaces such as motion seats, jet skis, and motorcyle seats, which operators could now afford. Distributors will also find themselves in a rare and possibly profitable position, being charged with the task of servicing high-end computer systems that are beyond the grasp of many local PC repair shops. The after-market value of financed hardware will be greatly increased as well.

Finally, with the cost of game development for such a platform falling, distributors with enough capital will be able to finance the development of games, putting them in the position of manufacturers, or more precisely software publishers under this new model.

The category of manufacturers, which some see as the most vulnerable under this type of system, could still particpate as software developers, having been freed up from the development of hardware, according to Plamondon, who argues that current manufacturers are too vertically integrated, trying to develop software and hardware as well as handle the sales and marketing of new games.

Under the new model, manufacturers (both current video and non-video) could work with PC game publishers or utilize their own design staff to develop games. "This is not pie in the sky," Plamondon told manufacturers. "It's here today. The decision is up to you. It's your game to loose.

"The major manufacturers are in a perfect position to convert to a PC-based system and sell not only to coin-op but the PC market as well. They can make a zillion if their product really is better than PC products. The smaller manufacturers are eager because it frees them from building hardware."

What's next

Pamondon said that within two months following the show, Microsoft will pick three to six companies to work with in implementing this revolutionary idea, and the first games can be expected during the middle of next year. "Those we don't pick loose for a year," he added. "We'd like to work from the top down. It may be from the bottom up."

"Either this is the greatest thing that's ever happened to this industry or it's the biggest scam."

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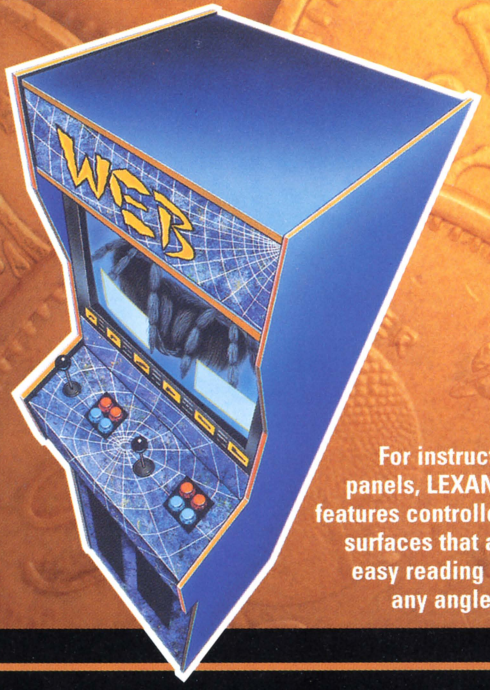

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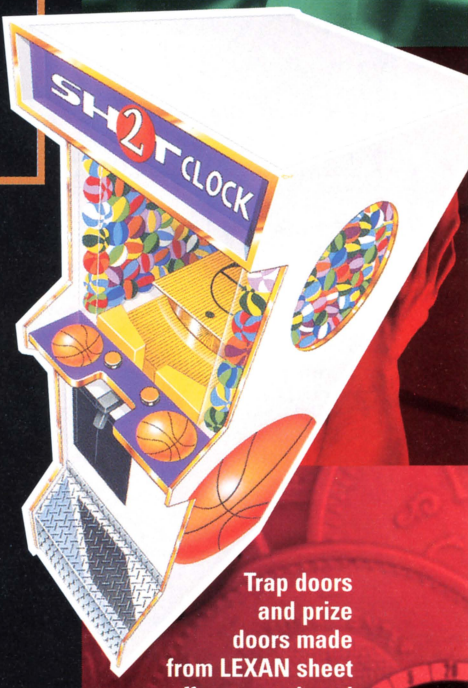

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When asked whether one of those companies might be Aristo, the firm being headed by industry pioneer Nolan Bushnell that is utilizing a similar approach to game and other entertainment product delivery, Plamondon complimented the company but said Microsoft was not going to invest in the venture. "Once again, Nolan Bushnell sees the future and he's a step ahead of everybody else," he said.

Despite this rosy picture, a number of longtime industry members predict rough sailing for this project, particularly when it comes to standardizing controls and cabinets. "In working with the standardization committee, just getting standardized locks was hard enough," noted a technician. "As for the rest, I think the PC idea is good, but I don't know if it should be Windows. It's really an operating system and not well suited for games."

Bushnell's company, as well as at least one other, is also looking at using new technology to revolutionize the music business by accessing music through digital transferring mechanisms and the Internet.

This technology also presents the possibility of widening the choice of product while lowering its cost, but traditional jukebox manufacturers argue that these efforts are premature and irresponsible as a result.

The technology is not the issue, they say. Instead, it is the legalities and economics of royalty issues and the lingering specter of a patent fight with Arachnid, which currently holds the patent for downloading music.

"The people introducing these products have zero customers right now," said one jukebox manufacturer. "I've got a whole customer base and it would be irresponsible for me to introduce something before all these issues have been worked out."

In evaluating the technological possibilities for the future, one major distributor summed it up best: "I was over at the Aristo both and here's what I think. Either this is the greatest thing that's ever happened to this industry or it's the biggest scam. I just can't figure out which one I'm leaning toward."

A qualified success

With many doomsayers expecting the worst in the wake of this year's ACME show in Orlando, AMOA president Randy Chilton declared the Dallas show—with approximately 5,800 attendees—a qualified success, and many members of the industry seemed to agree.

"This show was actually better than most expected," noted one. "But when you have low expectations anything looks good. It was sobering to see such a small exhibit area and see the small booths. Why don't they move the show back to Chicago and the Hyatt? The show's not too big for a hotel anymore."

AMOA is, in fact, looking to bring the show back to Chicago in 1999. The association had been considering Philadelphia as the show location for

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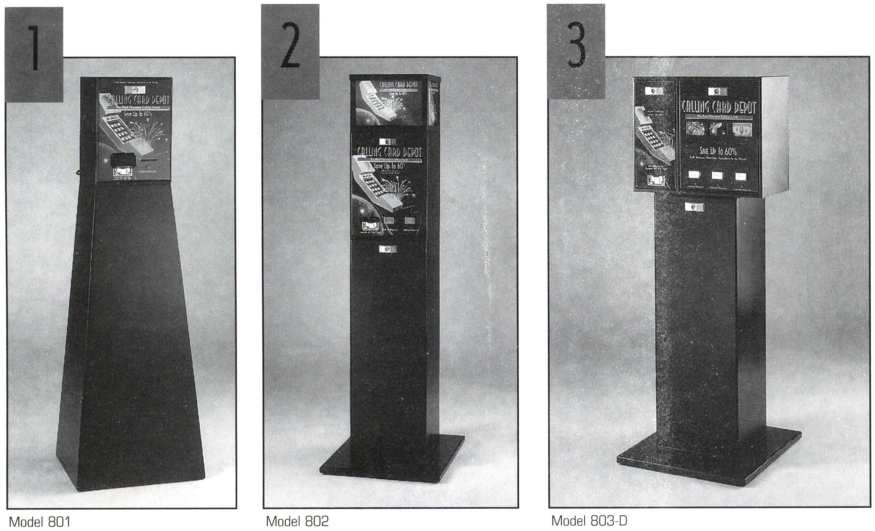

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Validator Interchangeability	no	yes	yes	no
Token Bonus Payout	no	yes	128 options	128 options
Base and Header Kits	yes	yes	yes	base only
*Rear Loaders	no	yes	yes	no
Options Fronts	no	change or tokens	change or tokens	change or tokens
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AMOA 1996

"This show was actually better than most expected. But when you have low expectations anything looks good."

that year. That announcement came out at the AMOA business meeting Friday morning, where attendees were privy to a motivational speech by former Washington Redskins' quarterback Joe Theisman.

AMOA president Randy Chilton said there had been some talk with AAMA about the future of both associations' trade shows, but there are no plans to alter shows already planned for the coming years.

While the show may have been a qualified success, it was still a reflection of the sluggish state of the industry. A number of exhibitors said that while they saw the people they needed to, that was about it.

Others hinted at a grimmer future. "The industry is stagnant, I don't care what anybody has to say," said one longtime exhibitor. "There are a lot of big companies like Grayhound, Bay Tek, Coastal, and Bromley that aren't here. It's kind of scary."

"AMOA and ACME (now ASI) can either merge or they can each die a slow death," noted another exhibitor. "It's time to put the greed and egos outside the door and deal with reality."

A third exhibitor had this to say: "One of the shows has to go. We're seriously considering not attending one of them, which is a hard thing for a manufacturer to do. September or October is fine for one show, then the distributors can have their open houses in the spring. This would create more of an atmosphere for people to come to the big show and attendance would go up." ▲

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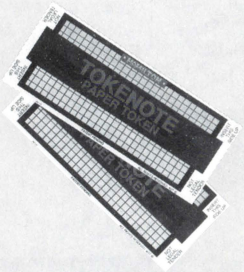

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AMOA 1996

Business meeting marks CHANGING OF THE GUARD

In passing the presidential gavel to Jerry Derrick of West Virginia, outgoing president Randy Chilton of Kansas called being in AMOA's highest office a "tremendous experience. I stand before you saying you can be proud of the AMOA. It may look a little different but we've tackled some very tough issues."

The association is in good financial shape, he said, with over $1 million in reserve. The National Amusement Network Inc., which is now utilizing a PC-based platform and working with Microsoft, is also on the verge of turning a corner, said Chilton, who called the Microsoft seminar a "gift from the trade show gods."

While exhibitor booth space was slightly down, the number of registrants remained approximately the same as last year's show. Seminar schedules were adjusted to ensure as little overlap with trade show hours as possible and exhibitors were offered discounts for new additional booth space.

"There's a reason we've survived turbulent times," said Chilton. "It's the commitment of the operators who serve on the board. It's been a great year for me. A lot of you people in this room are responsible for me getting here."

In a surprise move, AMOA secretary and government relations committee chairman Gene Winstead of Minnesota announced that he would step down from the board because of pressing commitments in his business and personal life. "I felt if you couldn't do the job necessary, you need to step aside," he said.

The staff of Chilton Vending Co. made the trip to the Expo.

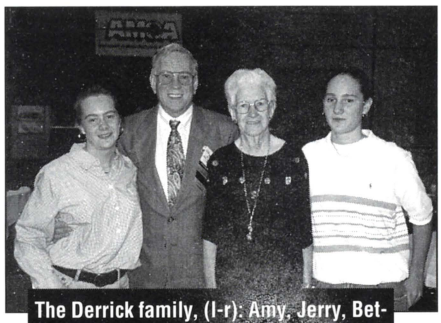
New appointments

Jim Stansfield of Wisconsin will assume the government relations post and take over the job of AMOA treasurer. Frank Seninsky of New Jersey will assume the position of secretary. New vice presidents for the coming year will be Bill Beckham of Ohio, Mike Leonard of Michigan, and Doug Gapter of Wyoming.

New board members include Ross Todaro of Texas, Jim Pietrangelo of Louisiana, Conrad Storz of Indiana, Bryan Scopel of Michigan, Bob Herman of New York, Joe McKenny of Montana, Richard Porter of Virginia, Joe Ringo of Texas, John Neville of Illinois, Frank Calland of New York, and Glenn Anderson of Hawaii, who is serving an unexpired two-year term.

In accepting the presidency, an emotional Derrick recalled how his father passed away the same night he graduated from high school. "I had a business to run and a mother and sister to keep," he said. "Now I have about five routes. I've learned a lot and there's a lot we can do together. It's my utmost goal for this year for every operator to relate to AMOA."

Former NFL quarterback, Super Bowl winner, sportscaster, businessman, and motivational speaker Joe Theisman left an impression on attendees when he spoke about his career



The Derrick family, (l-r): Amy, Jerry, Betty Smith, and Jene.

From left: Randy Chilton congratulates outgoing vice presidents Jim Stansfield, Doug Gapter, and Doug Minter.

Randy Chilton and fiance Deanna Rather talk with Joe Theisman.

in and out of the sports spotlight.

"I am here to tell you that you cannot hope to be or get to be successful in life alone." He asked the audience to remember the importance of attitude, education, recognition, and enthusiasm. "Enthusiasm is the engine that drives most successful businesses," he stated.

"Don't call those who work with you employees; call them associates. Employees will do everything to get the job done from 9 a.m. to 5 p.m. People work until the job is done."

Press conference

Derrick graciously met with the press later the same day to discuss pressing industry issues. "We expect NANI to be up and running around Nov. 1. A lot will happen in the next 18 months," he predicted. "Microsoft is not here for nothing."

He put to rest the rumor that AMOA and AAMA may combine their respective shows. While dialogue between the associations continues, each is proceeding with its plans for future shows. AMOA is scheduled for Atlanta in 1997, Nashville in 1998, and Chicago in 1999.

Derrick said the biggest problem we face today is politics. He cited AMOA's success in the recent furor over cigarette vending: "Without AMOA the estimated 400,000 cigarette machines might have been off the street yesterday."

According to Derrick, the current Congress is easier to work with than others. He feels the industry has a better chance to pass dollar coin legislation now, especially considering the short supply of Susan B. Anthony coins.

Derrick understands the plight of street operators, having assumed responsibility of the family operating business at the age of 17. He has built it into a business of five offices with 24 employees and 2,200 to 2,400 pieces on location. He described it as "mostly a country route" of taverns and bowling centers. Derrick Music Co. covers 60 percent of the counties in the state.

"My business is steady," he said. It has increased by setting new accounts despite the impact of charitable gaming in fraternal clubs and gaming at state race tracks.

Derrick is a director of the West Virginia Music and Vending Association (one of the oldest in the country) and a multiple past president. His father Darris Derrick was one of the founding fathers of the association.

AMOA executive director Marian Griffin and first vice president Don Hesch of Illinois were present for the press conference. Griffin explained that Tom Nelson of the Smith, Bucklin & Associates management firm has been assigned to the AMOA account; Griffin spends 100 percent of her time on AMOA's behalf.

The recent departures of former executive vice president John Schumacher and government relations manager Laura Olson has resulted in a restructuring of the Washington, D.C., office with Chris Hogan as coordinator. The future may see more use of lobbyists Valis & Associates as well as additional services from Smith, Bucklin & Associates. ▲

Incoming directors, (l-r): Joe Ringo, John Neville, Richard Porter, Jim Pietrangelo, Bob Herman, Frank Calland, Conrad Storz, and Bryan Scopel.

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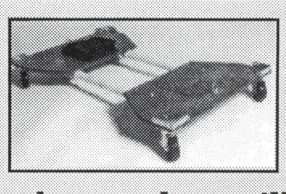

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AMOA 1996

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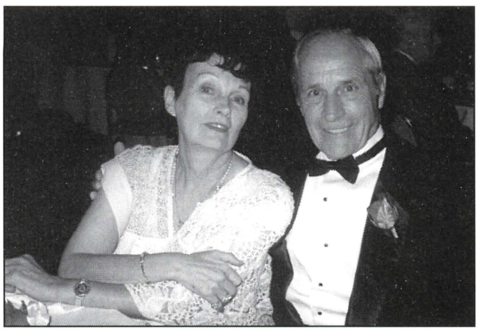


Left: Board member Richard Porter of Virginia and Veda Stone enjoy the festivities. Center: Iowa director Howard Harkins and his wife Carol were in high spirits for the banquet. Right: AMOA first vice president Don Hesch and his fiance Sue Steurer share a smile.

While the word banquet generally conjures up the image of a stuffy affair involving long self-serving speeches, this year's main event at AMOA Intl. Expo proved to be anything but reserved.

Under the guidance of president Randy Chilton, AMOA proved that a banquet can be long on fun and short on pomp without diminishing the significance of the evening. The winning combination was the result of "high energy entertainment and the fewest spoken words in the history of banquets," the association president said.

By eschewing big name entertainment for an upbeat dance band, the association was also able to save money and generate enthusiasm on the part of those in attendance. Nevertheless, there was still time before the band got going to honor game manufacturers and jukebox recording artists. Here's a look at the winners:

On-Site Awards: Best New Equipment, *Cruis'n World* by Midway; Best Small Display, American Changer Corp.; Best Medium Display, Machine-O-Matic; Best Large Display, Aristo.

Jukebox Singles: Pop, "Time" by Hootie & the Blowfish; Country, "Any Man of Mine" by Shania Twain; R & B, "Daydream" by Mariah Carey; Latin, "Dreaming of You" by Selena.

Jukebox Legend Inductees: John Lennon and Frank Sinatra.

Jukebox Rising Stars: Male, David Lee Murphy; Female, Alanis Morissette; Group, Bush.

Jukebox Songwriters: ASCAP, Glen Ballard for Alanis Morissette; BMI, Shania Twain; SESAC, Marco Antonio Solis for the group Los Bukis and his own work.

Most Innovative Video (Dedicated): *Cruis'n USA* by Midway.

Most Innovative Pinball: *Theatre of Magic* by Bally.

Most Innovative Kit: *Area 51* by Atari.

Most Innovative New Technology: *Alpine Racer* by Namco.

Most Innovative Dart Game: *Galaxy* by Arachnid.

Most Innovative Jukebox: *LaserStar* by Rowe Intl.

Most Played Pool Table: *Cougar* by Valley.

Most Played Skill Game: *Skee-Ball* by Skee-Ball.

Most Played Prize-Dispensing Game: *Candy Crane* by Smart.

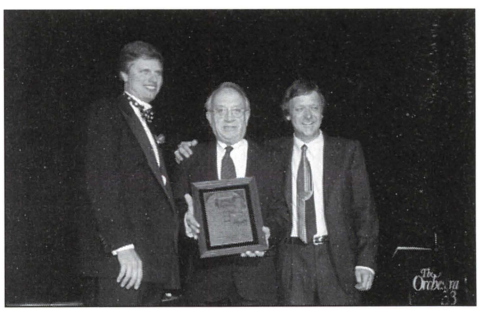
Most Played Fast-Action Redemption Game: *Cyclone* by ICE.

Most Popular Other Game: *Dynamo Hockey* by Dynamo.

The jukebox and game award nominees and recipients were voted on by AMOA members. In the jukebox and game categories, winners reflect top revenue producers between June 1995 and June 1996. ▲

The staff from Arachnid accept the award for the most innovative dart game, *Galaxy*.

Randy Chilton presents Kevin Hayes (l) and Frank Cosentino of Namco with the award for *Alpine Racer*'s innovative technology.



Gordon (c) and Jeff Smart took top honors for Smart Industries' *Candy Crane*, voted most played prize dispensing game.

Chilton shares a moment of recognition with Dynamo's Chris Brady (l) and Damon Paramore for most popular other game, *Dynamo Hockey*.

AMOA 1996

Century Club

Here's a group shot of those attending the meeting. Several managed to escape before the photo was taken!

Elizabeth and Zaven Hovsepian share a few tales with Charles Piantieri (r) of Charles Music.

Fred, Kitty, and Doug Skor, here with Steve Kordek (l), sponsored the gathering.

The best part of the Century Club must be the stories shared by industry veterans. At the meeting held during AMOA '96 Jim McNeely of Southgate Amusements shared the story of how he met his wife thanks to the industry. Jim did business with Fred Collins (Collins Music) who had a very demanding bookkeeper. "She was always asking me to correct things. To make a long story short, I married her!" he related. Fred added that he lost one of the best bookkeepers he ever had!

Sharon Harris, who attended the meeting for *EuroSlot*, grew up in the industry. Her father Stan Harris started his company in the '30s. Sharon also shared a story of how her parents found each other in the industry. Stan was asked to sell a peanut machine. When he went to a distributor's office to make the deal he saw "the most beautiful girl he'd ever seen" working there. Stan and Ruth were married and the rest is history.

The three dozen attendees mentioned some of their own who had passed away. Clayton Ballard, Marilyn Redd (wife of Si Redd), and Ed Blankenbeckler will be missed.

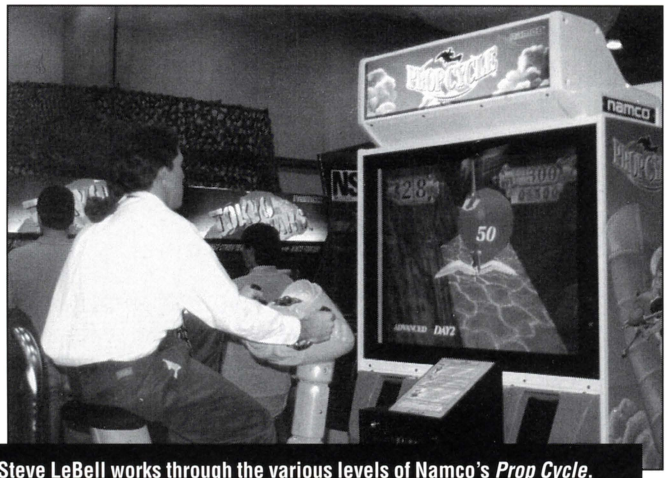
Fred, Kitty, and Doug Skor of World Wide Distributing were the gracious sponsors of the Century Club meeting this year. Steve Kordek, who reminisced about meeting his wife, noted that she just recently celebrated her 90th birthday with a bash that included their four children and a host of relatives. Congratulations to Harriett.

If you'd like more information about the Century Club, whose members include those with at least 25 years in the business, please give Steve a call at Williams. He'll add your name to the mailing list. ▲

AMOA
1996

A pro presents the BEST GAME AWARDS

MICHAEL GETLAN



Steve LeBell works through the various levels of Namco's *Prop Cycle*.

Elvira returned to promote Bally's fine action pinball, *Scared Stiff*.

The 1996 AMOA Expo in Dallas, Texas, was a testament to higher technology. Many new innovations were shown including new offerings involving the Internet, and new platforms such as Namco's *Prop Cycle* and many jet ski-style platforms. It also was overstocked with driving games and those same jet ski simulators, and amazingly lacking in shooting games, kits, and new kiddie rides.

Big games were everywhere, and many companies seemed to be offering similar games. The need for equipment choices that offer players something different from their 2-D computer games available on home-based systems is an accepted strategy. I applaud those companies searching for new ideas.

We now have ski machines, jet ski machines, water ski machines, bicycle style games, snowboarding, and moving tank simulators to add to our product mix, although only the biggest or the busiest locations could hope to offer them all.

As I have done previously in my game award articles, I will not review products that were introduced at earlier shows, such as Namco's *Tokyo Wars* and *Alpine Racer*, or games that were not complete such as Atari's *San Francisco Rush* (only 65 percent complete at the time of the show).

In addition, some categories are getting so small in terms of new pieces that I may only mention one game. The offerings in simple 2-D video, for example, has shrunk down to virtually nothing.

I am solely responsible for these choices; they reflect my buying concepts and my opinions and the needs of my locations, which are primarily family entertainment centers and large arcades.

I try to pick games that will satisfy the average player in most venues. I operate all over the United States and I buy games that are the most fun and have the longest expected life. I would like to thank those operators and distributors who shared their opinions and thoughts with me at the show.

AND NOW, THE ENVELOPES...

Best Video Game: *Virtua Fighter 3* by Sega. The next model in the Virtua Fighter series has new graphics, new characters, new moves, new settings, and a new dodge button that really changes game play dramatically.

This was the best and most exciting game at the show from

"The show was overstocked with driving games and jet ski simulators, and amazingly lacking in shooting games, kits, and new kiddie rides."

a game play standpoint, and I felt it was the only offering in the fighting game category worth purchasing. My only problem with Sega is that they never offer this series in kit form, so what do you do with all the *Virtua Fighter 2*s and *1*s?

Best Simulator Game: *Wave Runner* by Sega. This was the most difficult choice for me, and the most important since this category represents the largest investment in a single piece of equipment. *Wave Runner* is a sit-down jet ski game, which I feel makes it more appealing to both sexes. It is challenging to play, takes practice to control, and can be linked (up to four units at a time).

Second Place: (Tie) Namco's *Aqua Jet* and Konami's *Wave Shark.* These two games are stand-up jet ski games and represent two different extremes. *Aqua Jet* is a more difficult game where the player has to lean into the jet ski. It has the usual intricacies of game play you would expect from Namco.

Wave Shark is an easier game for the player and is steered by moving the handlebars only. Both games are very similar to each other. You should play these games at your distributor's showroom, if possible, to decide which is better for your location's clientele.

Best Driving Game: *Cruis'n World* by Midway. An updated, expanded version of the still-popular *Cruis'n USA* that is available in 33" and 25" monitor configurations. This game can now be linked (up to four seats at a time). As a rule, in my locations, the more seats you link the more money the game makes in the long run.

Best Redemption Game: *Stack 'Em* by Acclaim/Lazer-Tron. A new twist on an old game, *Stack 'Em* has three channels for balls being rolled up an alley. Balls in the center track count for a score. Nice colors, nice game play, and it appeals to all ages. I saw many different age groups playing the game at the show.

Second Place: (Tie) *Big Haul* by Benchmark Entertainment and *Pit Stop* by Smart Industries. *Big Haul* is a new coin action game with real skill and timing needed to roll the coins at the targets via a moving armature. *Pit Stop* is a crane with a steering wheel for targeting the prizes. I think the look and the controls appeal to a different audience, and it has performed well on test.

Best Pinball: *Scared Stiff* by Bally. A great pinball that takes its inspiration from the popular *Elvira* pinball of several years back, this game has lots to do and has great action.

Best Innovation: *Prop Cycle* by Namco. This game is challenging and fun and could work in a health spa! The players can get very tired if they are skilled enough to get through the different levels.

My players keep asking why there is no gun on this game. Maybe that will appear on *Prop Cycle II* (?). You have to give credit to Namco for trying new concepts. This game has performed well on test. Earnings are steady and it certainly adds something different to your facility. It has proved to be location-dependent however, so evaluate it carefully.

In light of innovations, although not substantial enough for an award, I think that the new Bonus Feature on Smart Industries' cranes may prove to be a nice addition for crane players.

On one hand, there is a much smaller selection of product available for purchase. On the other hand, the selection of larger, more expensive pieces has become, in my opinion, a more difficult decision. The real question of which games you should offer in your unique locations and to your unique guests is a decision that only you as operators can make by trying these games yourselves. ▲

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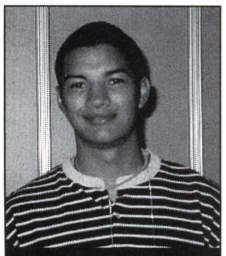
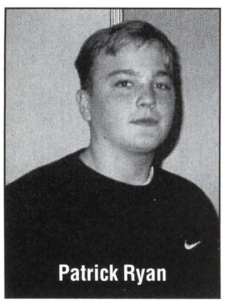
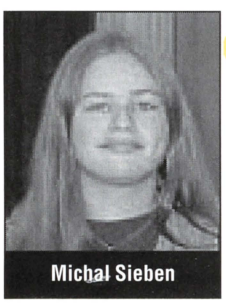
AMOA 1996

TIME TO PLAY FAVORITES


Brad Taylor


Patrick Ryan

Leah Sieben


Michal Sieben

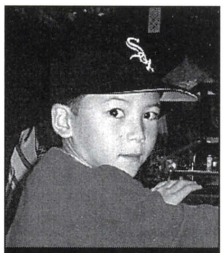
Young players don't mince words. When asked to name games they enjoyed most at the show, they quickly rattled off titles that left an impression.

Brad Taylor (16), Dallas, Texas
1. *Wayne Gretzky's 3D Hockey*/Atari
2. *Cruis'n World*/Midway
3. *Tokyo Wars*/Namco
4. *Putting Challenge II*/G.L. Technology
5. *Hoop It Up*/Atari

Patrick Ryan (16), Dallas, Texas
1. *Tokyo Wars*/Namco
2. *Virtua Fighter 3*/Sega GameWorks
3. *Wayne Gretzky's 3D Hockey*/Atari
4. *Cruis'n World*/Midway
5. *Putting Challenge II*/G.L. Technology

Leah Sieben (17), Fargo, N.D.
1. *Tokyo Wars*/Namco
2. *Super GT 24*/Jaleco
3. *Cruis'n World*/Midway
4. *Virtua Fighter 3*/Sega GameWorks
5. *Winding Heat*/Konami
6. *Independence Day 4*/Sega Pinball
7. *Alpine Surfer*/Namco
8. *Prop Cycle*/Namco

Michal Sieben (15), Fargo, N.D.
1. *Alpine Surfer*/Namco
2. *Aqua Jet*/Namco
3. *Prop Cycle*/Namco
4. *Tokyo Wars*/Namco
5. *Cruis'n World*/Midway
6. *Scared Stiff*/Williams
7. *Independence Day 4*/Sega Pinball


Lee Anderson

8. *Super GT 24*/Jaleco
9. *X-Men vs. Street Fighter*/Capcom
10. *Puzzle Bobble 3*/Fabtek

Lee Anderson (8), Aiea, Hawaii
1. *Flipper Football*/Capcom
2. *Cruis'n World*/Midway
3. *War Gods*/Midway
4. *Cruis'n USA*/Midway
5. *Scared Stiff*/Bally

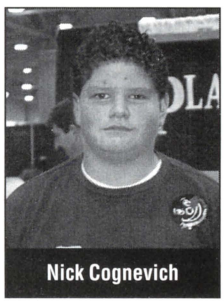
Tony Emerson (9), Big Spring, Texas
1. *Virtua Fighter 3*/Sega GameWorks
2. *War Gods*/Midway
3. *Flipper Football*/Capcom

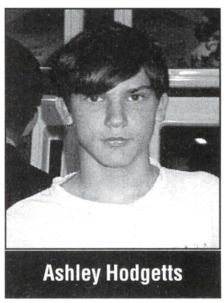
Nick Cognevich (16), New Orleans, La.
1. *Cruis'n World*/Midway
2. *X-Men vs. Street Fighter*/Capcom
3. *Scared Stiff*/Bally
4. *Prop Cycle*/Namco
5. *Alpine Surfer*/Namco
6. *Pro Striker*/Design Plus

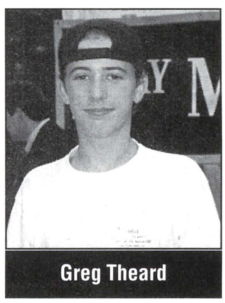
Ashley Hodgetts (15), Anaheim, Calif.
1. *Virtua Fighter 3*/Sega GameWorks
2. *Tokyo Wars*/Namco
3. *Aqua Jet*/Namco
4. *Wave Shark*/Konami
5. *Ski Maxx*/ICE

Greg Theard (14), New Orleans, La.
1. *Cruis'n World*/Midway
2. *Prop Cycle*/Namco
3. *War Gods*/Midway
4. *X-Men vs. Street Fighter*/Capcom
5. *Alpine Surfer*/Namco

Tony Emerson


Nick Cognevich


Ashley Hodgetts


Greg Theard

"What more can you ask for in a video game than the ability to blow up cars and run over just about anything you can set your eyes on?"—Michal Sieben.

AMOA 1996

GAMES AT A GLANCE

Acclaim/Lazer-Tron (510)460-0873

• Birdie Putt (sports game): Interactive putting game with automatic ball return, adjustable playfield length, built-in announcer calls, extra ball dispenser, optional bill acceptor or ticket dispenser, and patented Object Vision System.
• Stack 'Em (alley bowler): Try to stack nine balls in a row by rolling them down an alley and into the correct channel to win tickets. Stack all nine balls in a row and win a jackpot. The game has many programmable features and comes with a one-year warranty.
• Super Solar Spin (novelty): An update of the original Solar Spin, this two-player, skill-stop game now has an optional coupon printer (Insta-Prize) that opens the door to promotions. It is fully operator-programmable with a built-in progressive jackpot.
• Also shown: Miner's Revenge (redemption gun game), Pharaoh's Fantasy (coin drop), Ribbit Racin (novelty), Rollin' for Riches and Safari Roll (roll downs), Speed Bag (sports game), Spin to Win (roll down), and Swamp Stomp (bopping/stomping game).

American Changer (800)741-9840

• AC1002 and AC2002 high-security changers (vending): The AC1002 holds 1,600 quarters/tokens standard and has one validator; the AC2002 holds 3,200 quarters/tokens standard and has two validators. Both accept $1-2-5-10-20 bills and have an optional security alarm.
• Also shown: Prepaid Phone Card Dispenser and other model changers.

American Sammy (847)364-9787

• Ghost Train (redemption): Players try to stop the spinning wheel with three buttons, and by adding the rotating lights for a special bonus they are able to board the Ghost Train to big ticket payouts. The one-player game is housed in a mini-upright cabinet 20" wide x 25-1/4" deep x 66" high.
• Key Catcher (crane): Combining the functions of merchandiser, vending machine, and amusement game, Key Catcher features two-player action, 300 item capacity, promotional opportunities, location customized merchandise, and operator-adjustable play. Players press buttons to move the robotic arm up and across the playfield to claim a key chain prize.
• Also shown: Prophecy of the Pharaoh (specialty).

American Shuffleboard (201)488-0770

• Bumpa Table (table game): Re-introduced coin-op game popular with young players. It fits into smaller locations and comes in three colors.
• Classic III (pool table): Look for all-new features in and out, including the magnetic cue ball. Available in three colors: Ebony, Hattras Oak, and Winchester Walnut.
• ASB III (shuffleboard): Unique features highlight this game that can register up to nine individual scores. It comes in two models—the Royal and the Custom Deluxe. The Custom is a replica of a model from the '40s that has an all-furniture cabinet for upscale locations. Available lengths: 9 feet to 22 feet.

Arachnid (800)435-8319

• Galaxy (electronic darts): Look for the newest addition—Tournament King software for running tournaments. It keeps track of Feats and prints charts and match cards. New games include Wild Card Cricket and Bermuda Triangle. Also on the way, a new chip for the Gotcha game. Galaxy comes with a modem kit, Dartman II league master software, and operator and team cards.
• Also shown: Lucky Touch casino model multigame terminal with a selectable game menu.

Ardroit (407)779-3417

• Web War (network): A network-based entertainment system offering timed play, ideal for interactive competition; single player for non-networked play; 19-inch monitor; and upgradable games by floppy disk or CD.

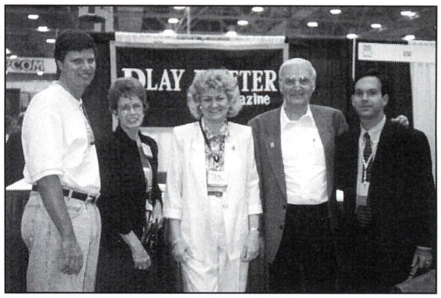
Aristo (415)956-1791

• Playnet (jukebox): Thousands of titles available through the Internet connection to Aristo's central server database. Available soon.
• Teamnet (video): Players can challenge the world with this multiplayer tournament game. A pay-per-play interactive system allows two teams of up to four players each to compete in sports and action games. Available soon.
• Touchnet (countertop): Puts a global party at your fingertips. This compact, pay-per-play system sits on a countertop and can accommodate multiple games simultaneously. Participants can also access the Internet. Available soon.

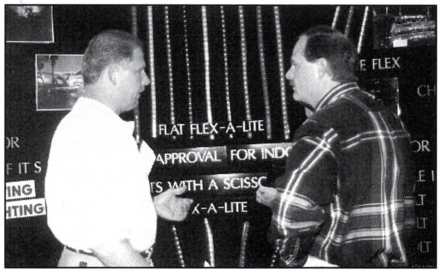
Ashland/Gabriel Mfg. (800)992-1696

• Complete line of bulk vending machines including the Ashland Tri-Vend, PVC unbreakable globes, polycarbonate

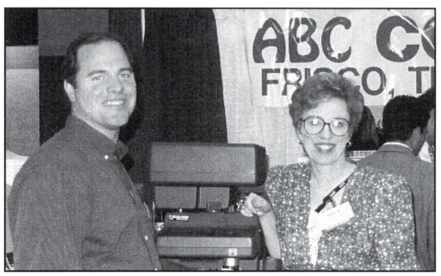
AMOA 1996



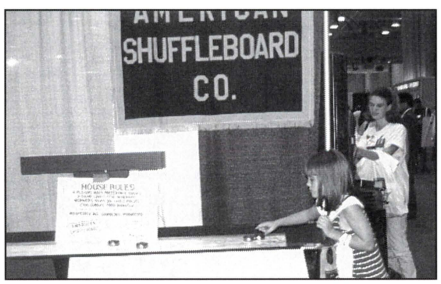
Left—The Williams Bally/Midway service crew, (l-r): Tom Cahill, Jim Weinrauch, and Greg McKay with Lucy Varela (seated). **Right**—At the Play Meter booth, (l-r): Randy Chilton (outgoing AMOA president), Judy Chilton, Bonnie Theard, Stan Chilton, and Steve White.



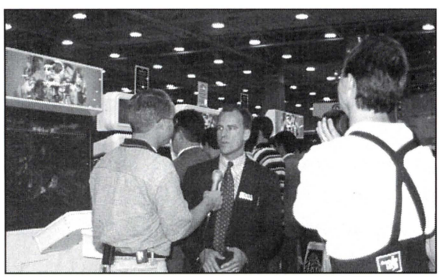
Left—From left: Mike Dobel, Mike Drahota, and Jim Hedblom of Greater American Distributing with Dewey Medley of Circuit Board Sales. **Center**—Richard Rubin (l) of P & H talks with Jeff Ostler of O.K. Mfg. **Right**—Mike Riquier (l) and Dan Riquier of T & M Distributors are proud of their new cabinet.



Left—Thomas Elum (l) of Elum Music and Gregg Elliott (r) of Valley keep score for David Pearson, the World Speed Pool Champion. **Center**—Operators Ted Shockly (l) and Jay Morrison (r) with Muncie Novelty's Bob and Claudia Broyles. **Right**—Operator Joel Walentuk (l) with Sharon Fox of ABC Coin.

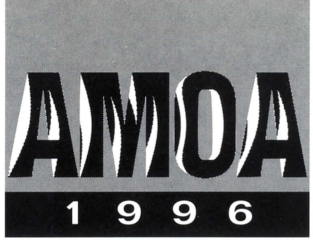


Left—From left: Bill Ray of Competitive Products, operator Pauline Lategan, Mike Paziora of Competitive Products, and operator Lwe Schulz. **Center**—A shy little girl enjoys playing an American Shuffleboard game. **Right**—Keith Russo (l), Bob Nims (c), and Jim Pietrangelo of AMA Distributors.



Left—Pete Gustafson of Sega GameWorks was interviewed by a local company filming for a TV program on video games. **Center**—From left: Roger Newborough of Jolly Roger, George Allen and Tom Dudley of Kiddie Amusements, and Tom Theisen of Theisen Vending. **Right**—Anthony Devita (l) and Dale Yee (r) with Jerry Stuart of Baton Lock.

globes, Ashland Basics, Ashland Crystal Ball, Ashland 9600 Pedestal, the Ashland Spiral gumball machine, the Double Counter, and a variety of stands including the six-way rack.



Atari Games (408)434-3700

• Freeze (redemption): A 3-D, head-to-head action puzzle game challenging players to sort combos out of cute little fishies that swim, smile, and wink.

• San Francisco Rush Extreme Racing (video): Choose from up to eight exciting cars to race up and down and all around the world famous sights of San Francisco. Each car offers different levels of realism, outrageous jumps, crashes, and shortcuts.

• Wayne Gretzky's 3D Hockey (video): Available in kit or upright. Features 3-D realism, power-packed four-player action, two ladders of Cup play, and time released secrets. Sanctioned by the NHL and features all key players.

• Mace the Dark Age (video): A 3-D fighting game with awesome characters, incredible moves, savage combos, and devastating counter attacks. Will be available in early 1997.

Automatic Products (612)224-4391

• Glassfront Merchandiser (vending): The LCM4 mixes cans and snacks; the LCM1 is the most economical version; and the LCM2 is a mid-sized glassfront at a lower cost.

• Hot Beverage Merchandiser (vending): The Model 213 has a new selection panel and more options; the Model 211 is simple, economical, and designed for locations with fewer people.

• Snackshop (vending): The Model 111 is high performance in a streamlined size; the Model 112 is state-of-the-art with maximum depth; and the Model 113 features debit card capability and a chiller unit.

Benchmark Entertainment (954)781-8080

• Big Haul (redemption): A one- or two-player game requiring the skill of a roll down with the feel of a coin pusher. The object of the game is to time the release of the coin so the dump truck on the playfield unleashes its load of loot. Hitting the dump lever will result in big payoffs. Each truck can contain up to 250 tokens.

• Slam Bingo (redemption): The first in the Convert-A-Game series, this skill-stop has the features of a classic bingo game. The upright playfield is easily identifiable because of its shape and bright neon lighting. Future games will be able to utilize the same cabinet.

Best Co. (803)422-0250

• Cherry Master (8-line): A complete line of location- ready poker and 8-line games available. Advance replacement warranty.

Bob's Space Racers (904)677-0761

• Ring 'Em Up (coin flip): A cash register-themed game that asks players to flip coins into the cash drawer as it opens and closes. Values keep changing so players have to be sharp to win more tickets. The color scheme can be customized.

• Speed Shifter (novelty): A vertical drag race game for individuals or groups (a variation of the larger Super Shifter). Features include a neon overhead light package, dragstrip soundtrack, lap timer and best time of day, adjustable ticket payout, and more.

• Top Spin (novelty): A new innovation in water games, this one features toys that spin upward as players hit the target with their water guns. The game suits any song or toy. It includes a player accounting system, player seats, digital message sound effects, and automatic winner lights and bell.

• Total Eclipse (novelty): Advanced digital technology and sound enhance this game that uses a joystick to maneuver playing disks to eclipse the sun. A redemption game for players of all ages.

• Also shown: Barrel of Fun (ball toss for children), Monkey Drop (novelty), and the Water Game (novelty) that can be themed to planes, cars, and boats.

BWB Newark (407)578-1238

• Find the Lady (redemption): This challenging skill game new to the U.S. market utilizes well proven software and hardware, accepts coins or tokens, has an optional bill validator, optional ticket or token payout, electronic accountability, CD-quality sound, high-quality cabinet with double locked cashbox, and no percentage adjustment.

• Reel Skill (redemption): A skill-stop game that will accept any size coin or token, has an optional bill validator, ticket or token payout, adjustable token/ticket value, digital display graphics presentation, no percentage adjustments, electronic accountability, double locked cashbox, and CD-quality sound.

• Also shown: Bullion Box (redemption), Happy Hour (redemption), and Sunset Skillstop (redemption).

Cadillac Jack (800)684-4263

• Cadillac Jack Plus (card/reel game): Three games come on one board for a choice of Poker Plus, Cherry Plus, and Animals Plus. The on-screen progressive can be set with a percentage or a fixed value. The menu is easy to change; conversions to upgrade from older games are simple. Included: enhanced graphics and sound, reel speed adjustment, spin mode or door mode, multiple reel skill- stop, and multiple bonus.

• Cadillac Jack Multitouch (card game): Fourteen games in one deluxe casino-style cabinet: Bingo, Blackjack, Cherry Plus, Hexa Keno, High 5, High Jacks, Keno Surprise, Lotto 4, Poker Plus, Precious Bars, Space Explorer, Surprise 5, Top 2 Deuces, and Wild Keno.

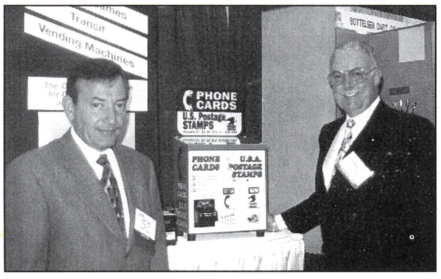
• Also shown: Blackjack, in street models for either three or five players.

Capcom Coin-Op (847)797-6100

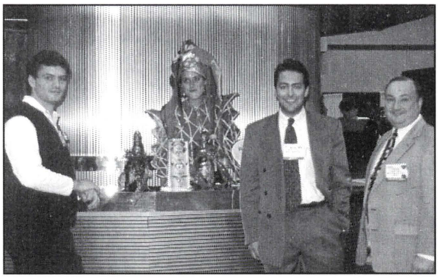
• Flipper Football (pinball): This unique pin game features time-based play in which the player competes against the machine or another player on a soccer-style playfield. The game can also be used for team competitions with as many as three players per team. Game play has all the frills of real soccer including penalty kicks, burn-the-goalie shots, yellow and red cards, as well as the menacing presence of the referee. This is the first is a series of Interplay Display games with a playfield level display that interacts with ball play on the actual field. For instance, the real ball is shot at the display and its progress is continued on the display in 2-D animation. Action on the display also includes a number of humor-

AMOA 1996

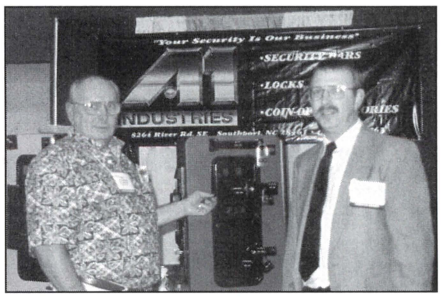
Left—Pictured in the Republic Industries booth are Dan Morguloff (l) and Barry Morguloff. **Right**—Brian Swanson of Fun Riders watches Alejandra Longoria of Mexico enjoy her pony ride.



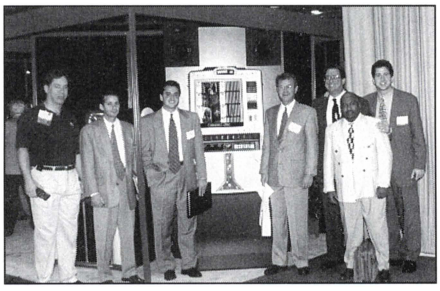
Left—Darrell Rademacher (r) shows XCP's new phone card and stamp dispenser to Jose Ma Gayol. **Center**—At SNK's booth, (l-r): John Tarantino, George Noriega, and Brad Brown of Worldwide Video. **Right**—Jeff Buckley (l) of Action Lighting talks with Albert McNally of Western Coin Vending.



Left—By Quartermaster's touch screen *3 in 1 Poker*, (l-r): Terry Hayes, Ben Lloyd, and Tanya Smith. **Center**—Chris Warner (l) and Michael Bushore (c) of Aristo enjoy Super Space Juice prepared by Earth Girl as Stephen Genco of Genco's Amusement Co. watches. **Right**—Star and Bob Mosely (l) of Best Co. with Bob and Meg Van Meter.



Left—Jack Thompson with West Coast Mfg.'s *Stop Pop Drop*. **Center**—Phil Cornick of P & E demonstrates *Street Hoops*. **Right**—Roy Chamberlain of A-1 Industries shows his security bars to Lyle Fessenden.



Left—Steve LeBell (l) and Raymond Occhipinti (c) enjoy their ride on Atari's *San Francisco Rush*. **Center**—From left: Rowe's Bob Wasileksi; Music Vend's Marv, Charlie, and Ray Galante; Rowe's Joel Friedman; Dunis' Mike Damtew; and Leiberman's Harold Lieberman. **Right**—Joel Friedman shows the new college-themed jukeboxes to Steve and Harold Lieberman.

ous and bawdy scenarios including roughing up the referee.

• Super Puzzle Fighter II (video): Puzzle games just got attitude with this new CPS II System offering featuring one or two players, eight selectable characters, nine fight levels, three difficulty settings, and complete A/B kit or B board. The game pits players against each other or the computer in an effort to become a champion Puzzle Fighter. Players create dream matches between familiar characters from Street Fighter and Night Warrior which in turn react to the players' strategic knowledge and puzzle playing ability.

• X Men vs. Street Fighter (video): This fighting game brings the best of two already popular worlds to one game in which players can pick and choose characters from the Marvel superheroes and the Street Fighter series to do battle in a tag team format. This game is also a CPS II System title.

Carousel Intl. (573)392-7122

• Sammy the Vantastic (kiddie ride): Brand-new ride and Tootsie Pop vendor in one. Features include flashing attract buttons, gas pedal, LED chaser lights on the dashboard, and speech. It holds 240 Tootsie Pops.

• Speedster II (kiddie ride): A 13-inch video monitor up front lets young riders feel as if they are driving up to the store (graphics can be personalized).

• Speedster Formula 1-style (kiddie ride): Attractive race car ride in a new dark strawberry color.

• Also shown: Big Rig 44 truck, Li'l Squirt fire truck, Jungle Jeep, three-character Carousel, Patrol Car, and SkyCopter (kiddie rides).

Circuit Board Sales (800)535-8981

• Cherry Master '96 (8-line): Available in a standard model and Special Edition model that has one or two different bonus levels and built-in ticket dispenser or ticket printer that saves the expense of a ticket board and separate wiring harness. The game fits into any of the company's cabinets: slant-top, flat-top, sit-down, countertop, 13-inch or 19-inch upright.

• Also shown: Fruit Bonus '96 (8-line) and Royal Poker '96 (card game).

Classic Games (319)373-1254

• The Casino (card/horse race game): Five games in one—Beat the Spread, Blackjack, Casino Craps, Classic Poker, and Horse Derby—housed in an oak cabinet with brass trim and custom stool. Look for operator-adjustable features, ticket or token rewards, touch screen, optional spinning jackpot tower, and new game chips as they become available.

Classic Inc. (908)286-1120

• Jumbo Crane: Features on this plush crane include removable front console made of metal for extra security, one board for all components, locking wheels, adjustable claw, joystick or buttons, external chaser lights, LED display, and optional bill acceptor and ticket dispenser.

• Also shown: Play Until You Win, Single Plush, and Jumbo Jr. (cranes).

Coinexx Corp. (203)332-7000

• Coinexx Dispensing System (vending): To meet the changing methods of cigarette sales, this unit holds 330 packs of cigarettes accessible via remote control. Lightweight and compact, it comes in both wall-mount and floor models and has a one-year warranty.

Coin Concepts (908)390-9009

• Buzzy Buzzy Bee (redemption): Designed for younger players, the object of the game is to catch the angry bee balls swarming around the honey pot. Pricing, target score, and game time are fully adjustable. Options include vend every time or target achievement and capsule or ticket redemption.

• Lucky Lady (specialty): A nostalgic fortune telling machine in an all-oak cabinet. The fortune telling figure gives players their lucky color and a prediction before dispensing a card with 12 different printed fortunes.

• Volcano (redemption): Featured in a bright yellow cabinet and decorated in a tropical motif, the object of Volcano is for players to eject a steel ball which arises from a volcano. A bonus accumulates for each coin inserted and, if the bonus light is lit when the ball slides into that target area, the game awards players whatever is displayed in the overhead bonus sign. This feature is operator-adjustable.

Coin-Op Intl. (714)999-0700

• Frantic Fred (video redemption): Bright, attractive, selectable game time, combines fun and colorful graphics with the ease of a steering wheel. Complete control over ticket payout.

• Mech Wars (video): Aliens have set up bases on Earth in preparation for a final invasion. Armed with a prototype MECHA it is up to the player to show these aliens that humans are not to be fooled with. Equipped with the new shock wave seat.

• Lethal Justice (video): It's time to take back our streets! This two-player kit is reasonably priced and made from industry standard parts including Happ guns.

Creative Electronics & Software (847)438-6864

• Country Club Classic and Home Run Classic (wall games): Golf and baseball-themed wall units (respectively) for one or two players. The games come with a light package, promotion board, all necessary hardware, dot-matrix displays, and one-year warranty. A bill acceptor is optional; leasing terms are available; units are designed for taverns and sports bars.

• Gumball Coaster (vending): Gumballs take a wild coaster ride on their way to the customer. The carnival theme is universally appealing, the ticket dispenser is optional, and the music package comes standard.

CyberMotion Interactive 44 (0)1293 519192

• CyberMotion seat (video): A fully interactive motion seat

video experience that offers networked play between games, three degrees of motion freedom, up to 18 degrees of fast responsive movement controlled by the joystick, and the latest high-resolution non-reflective liquid crystal flat screen display mounted into the bodywork of the seat. Driven by a Pentium engine with CD-ROM, the game serves as an attendant-free attraction.

Data East (408)286-7080

• 3D B Ball (video): A two-player kit with a basketball theme. Features realistic graphics and lots of slammin' and jammin' with five camera angles. The more you play, the better you get. Will be available around the beginning of 1997.

• Also shown: World Cup Futbol (redemption); Rescue the Guppy (redemption for youngsters); Avengers in Galactic Storm (video); MLC System (easy-to-change cassettes with a wide variety of titles); and Stadium Hero '96 (video).

Design Plus Industries (309)682-9359

• Pro Striker (alley bowler): This alley bowler uses real pins and balls and features interactive display and sounds, operator-adjustable play, user-friendly audits and hardware tests, three different lengths, and ticket dispenser or bill validator.

• Also shown: Striker (alley bowler).

Dynamic Visions (905)673-6569

• Rise of the Triad (virtual reality): This system was designed to be an open platform. The hardware is off-the-shelf 133 Pentium processors. So simple it eliminates the "human stupidity factor!"

Dynamo Corp. (800)527-6054

• Top Brass Hockey (table hockey): Sleek, black and brass styling with a blue playfield. Designed for upscale locations, this table hockey has the no-lift leveler system, digital overhead readout and light, and Lexan puck. Look for several options and U.L. approval.

• Top Brass (pool table): Polished brass trim and heavy blue cloth stand out on this new table with all the reliable features of Dynamo tables.

• Also shown: MultiAction terminal approved for video gaming, Indian and charitable gaming; Hot Flash (table hockey), Comet (table hockey), Solitaire Challenge and Tournament Solitaire (videos), foosball, standard pool table, and Dynamo cabinets.

Electronic Gaming Intl. (305)742-8076

• Super Wheel of Fortune (gaming): An electronic version of the classic game played in casinos worldwide that combines a dazzling display and microcomputer control. The game is comprised of 54 symbols/pictures that are arranged in a circle, and a player simply bets on whether the wheel stops on a picture corresponding to one of the five buttons used to put the wheel in motion. Unique features include two bonus jackpots that add excitement and increase earnings.

EMT Kiddie Rides (708)860-5100

• Elephant Ride (kiddie ride): One seat, younger child ride

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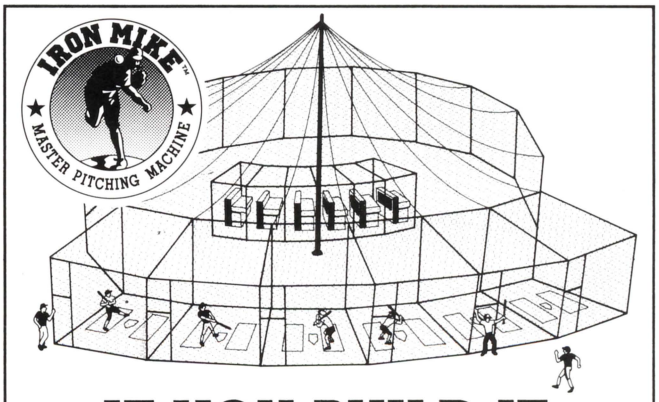

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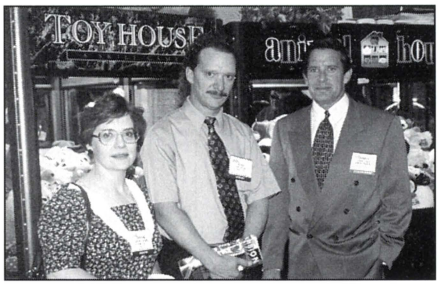
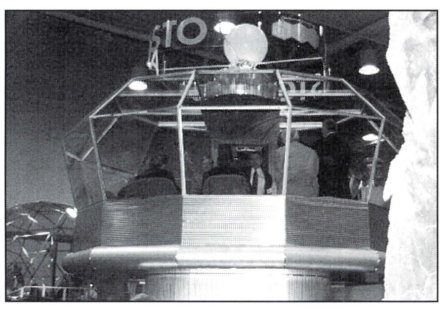
AMOA 1996

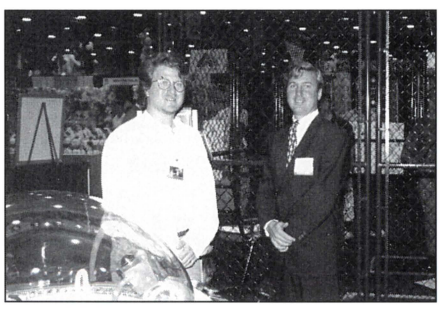
Left—Will Lantrip and Paula Bernard show coin-op motion simulation from Thomson Entertainment. **Right**—From left: Namco's Anita Plat-acis, Betson's Javier de Lauz, Namco's Lucinda Bender, Ponce Coin's Antonio Vidal, and Namco's Robert Corona and Emilio Cabrera.



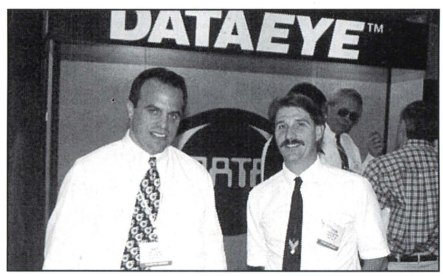
Left—NSM's *Digital Thunder* shown by John Margold, Dr. Thomas Kuhl, and Klaus Rotermundt. **Center**—Rainbow Crane's Stann Smith (r) shows ARMP's Caroline Lohmann and Evan Pipitone the *Toy House*. **Right**—From left: SNK's Tracy Tate, Jeff Yantz, Heh-Ku Sincock, and Mar-ty Kitazawa.

Left—Play-by-Play, Ace/ACME's Art Torres (c) smiles along with Rorie Keller and Ed Plotkin. **Center**—Fun Industries' Mel LaForce (c) with Modern Specialty's Roger Westmont (l) and Robert Berman. **Right**—HanaHo's new *Ultimate* air hockey shown by, (l-r): Mark Chen, Conway Ho, Debbie Gonzalez, and Tony Hana.





Left—Aristo's Nolan Bushnell peers out from the Aristo tower. **Center**—Interactive Light's Stuart Wallock (l) and ICE's Joe Coppola. **Right**—Data East's Jeanne Petit shows *Stadium Hero '96* to American Vending's Ron Bolger (c) and Birmingham Vending's Steven Taranto.



Left—At the Atari booth, (l-r): Atari's Derryl DePriest and Elaine Shirley, Shaffer Distributing's Scott Shaffer, and Atari's Tom Keil and Mike Tay-lor. **Center**—From left: Mr. Gatti's Joel Longtin, CCI's Gary Warner, Mr. Gatti's Pam Schafers, CCI's Jeff Lankiewicz, and Mr. Gatti's Ray Bacon and Stephen Dunn. **Right**—Data Eye's Matt Elliman and Steven Brittner.

in the shape of a miniature elephant with bright colors.
• 230 Jeep (kiddie ride): A one child, four-wheel drive vehicle in a bright orange color.
• Speed Car (kiddie ride): From the economy line, bright yellow to attract kids, and designed for outdoor locations.
• Santa Fe Train (kiddie ride): Interactive buttons invite kids to be the conductor on their very own train.
• Skywolf (kiddie ride): This interactive helicopter lets kids control the up and down motion and the speed.

Fabtek (206)881-0900

• Gumbotron (gumball vendor): Holds over 3,800 gumballs with adjustable sound and release quantity. This is a one-minute, exhilarating, eye-popping mechanical 3-D adventure as Dr. Ting releases a gumball from the large hopper on his lab roof, and on its journey customers are treated to an excursion of light, sound, and action.
• Raiden Fighters (video): This kit is the next in the Raiden series. It has a variety of new features including eight ships with unique weapons.
• Bust-A-Move III (video): From Taito, the characters are back for a happy, delightful time for players.
• Super Football Champ (video): Players are treated to an array of soccer combinations that bring out the ace players' abilities. It's billed as inexpensive soccer action with polygon graphics.
• Note: Check out the Stamp Club from Data East at ACME. Customers take a photo and it's made into a stamp. Was a hit at JAMMA.

Falgas Kiddie Rides (800)772-3912

• Gold Wing (kiddie ride): Motorcycle ride with a lighted dashboard and acceleration sounds on the handlebars.
• Swan (kiddie ride): Pastel colors and music lend the right touch to this unique ride.
• Star Explorer: (kiddie ride): Gel-coated metallic gold paint accents this spaceship ride that delivers appropriate sounds when youngsters turn the handles on the control panel.
• Taxi Baby (kiddie ride): Two children can ride in this yellow taxi that features flashing lights, horn sounds, and blue and white checkerboard trim.
• Also shown: Army Car, Police Motorcycle, Sports Car, and Wind Horse.

Footnotes Games (214)750-7779

• Footnotes/Footloose (specialty): Literally dance your way through favorite tunes. Select a song and follow the lights on the floor keys. A game of scoring points also can be played. Footnotes measures 36" wide x 58" high x 14" deep; Footloose measures 48" wide x 67" high x 16" deep.

FotoFun (908)356-7033

• Foto Fun (vending): Digital color photography by CardXpress that economically delivers an 8-1/2" x 11" color picture in two minutes with a choice of backgrounds. An alternative to a chemical photo booth, it occupies a mere 10 feet of floor space.

Fun Co. (800)808-5554

• Cabinets: The two- and four-player video game cabinets can accommodate about any game. Eight-line cabinets and other types of cabinets such as virtual reality applications are in the works.

Fun Industries (800)747-1144

• Pop Fly (redemption): Vends superballs, candy, gum, or capsules. Twist the knob to catch the ball after it falls through the pins. Score points for each catch. Prizes vend at any point value, including prize every time at coin up.
• Steer Crazy (redemption): Players rotate a large neon disk with steering wheel while directing the ball towards the bulls-eye. Great fun and a great look!
• Also available: Copy Cat (skill game played by repeating a sequence of lighted buttons; vends candy, gum, superballs, and capsules).

Futureline Communications (416)598-1048

• Power Pitcher (video): Baseball strategy video kit with a trackball control. A licensed product that uses actual videos of Major League stars such as Nolan Ryan, Tom Seaver, Jim Palmer, Steve Carlton, and Rollie Fingers. Players can call in the type of pitch that suits the attributes of the chosen star. Other games will be available for the system.

Gaelco, S.A. 343-417-3626

• Speed Up (video): As many as four of these driving games can be linked together to experience the latest CGI car race. The game comes with a 28-inch monitor and is available in single, twin, and deluxe pod versions. The last comes with a super wide monitor and car body simulator. Speed Up is distributed by Namco in North and South America.
• Snowboard (video): This upright video features fast-action snowboarding on a downhill course. Players race against the clock to achieve the highest score.

Gametime Ltd. (800)826-7856

• Mini Maxx (specialty): Mechanical shovel that's sturdy enough for adults. Players scoop up balls from a mesh-enclosed unit that can be set up for redemption.
• Also shown: Championship Line shuffleboard (12-foot to 22-foot models available), and The Bullet shuffleboard (15-foot size).

G.L. Technology (847)806-1700

• Putting Challenge II (sports game): New features include six 18-hole courses for 108 challenging contours and automatic oversurface ball return. The game is smaller than the original, compact, and sets up in five minutes. Players can put in their initials for a high score. A tournament kit is available.
• Super Touchdown (novelty): Target shooting football-themed game in a domed cabinet. Players can score a touchdown by passing the ball into helmets, or score a field goal by kicking the ball through the goal posts. Choose from redemption or bar mode.

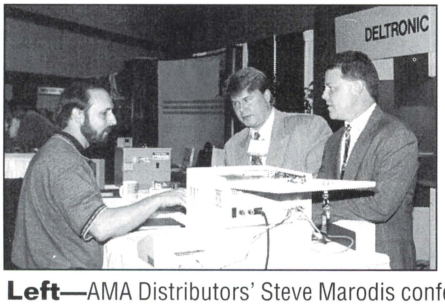
Global Billiards (310)764-5000

• Windsor (pool table): An upscale coin-op pool table featuring solid-oak carved legs and rails and a durable lacquer-finished oak cabinet.

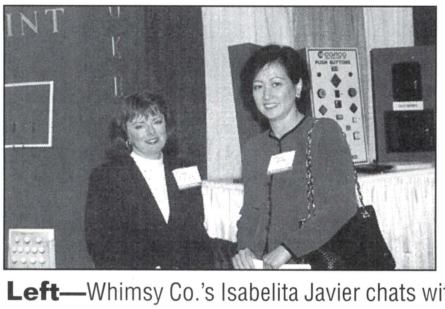
Left—Meltec's McEwan brothers John (l) and Mike with a youngster trying the updated *Big Mouth*. **Right**—At the Fun Merchants booth, (l-r): Robert Betti, Ben Toro, and Neal Rosenberg by the new *Mega Crane*.

Left—Big smiles from the Imperial Intl. team, (l-r): George Montalvo, Carlos Molina, Paul Cardea, and Mike DiMotta. **Center**—From left: Greater Southern's David Capilouto with Kiddie Rides USA's Lola Crilly, Brian Carasik, and Vincent Velasquez. **Right**—"*Key Catcher* is a winner!" says American Sammy's David Cane (l), Maria Fotinopoulos, and Rick Rochetti.

Left—Valley's Jennifer Adamcick and Dave Courington, Genco's Amusement Co.'s Stephen Genco, and Valley's Steve Murray. **Center**—By Capcom's *Flipper Football*, (l-r): Capcom's Darryl Williams, Broadway Arcade's Steve Epstein, and Capcom's Python Anghelo and Chris Slimmer. **Right**—Showing off new Three Stooges plush are One Stop's Eril Horn (l) and Evan Kaltman.



Left—AMA Distributors' Steve Marodis confers with Deltronic Labs' Robert Delahanty and Lars Jorgensen. **Center**—L.A. East's Steve Devlin, Hot Hits' Nancy Swain and Susan Liston, and magazine publisher Jeremy Tepper. **Right**—Hamilton Mfg.'s Brad Quay shows the phone card machine to interested attendees.



Left—Whimsy Co.'s Isabelita Javier chats with Roger Williams Mint's Sheila Dellacona. **Center**—The Prizes! crew, (l-r): Rod Akers, Abe Lee, Karin Raymond, and Tom Portale. **Right**—Design Plus' Montie Booth (l) and Larry Berke (r) show American Coin's Jerry Estes the *Pro Striker*.

• Also shown: Full line of modern and upscale antique style coin tables, available in a variety of sizes.

Great American Billiards (800)654-7328

• Video Peek Preview (novelty): Allows players to watch their favorite sports highlights, bloopers, or spice programs. Operates with any VHS tape and has operator-adjustable game time.
• Showcase (cabinet): Ready to install any conversion; features 34-inch monitor with smoke plexi and JAMMA wiring harness.
• Also shown: Great American Hockey, Great American Foosball, and Great American Pool Table.

H. Betti Industries (201)438-1300

• Mega Crane (crane): With all the features of the Jumbo Crane, this new product sports a stylish look with it high-tech cabinet.
• Your Choice (crane): Based on requests by street operators, this wall-mounted crane comes with all the features of the company's Big Choice line. It is also available in a Gift Box configuration.
• Also shown: Big Choice, Top Choice, and Gift Box (cranes) and Rage 'N The Cage (sports game).

Hanaho Games (310)483-1414

• Ghosthunter (redemption): Non-violent family fun as players zap the ghosts and collect their tickets.
• Also shown: A line of cabinets to accommodate a variety of games. Don't miss playing Incredible Technologies' Bowling World in the sit-down version!

Happ Controls (708)593-6130

• Polaroid Logo Photo Booth (vending): Photo Vend Intl.'s modular design booth that's simple to operate with Polaroid film packs. Six themes match the exterior to the location. The compact size (54" long x 24" wide) makes placement easy. Contact Photo Vend, (800)978-8688.
• Also shown: Happ's universal driving cabinet with 25-inch monitor and over/under coin door and The Empire 33-inch deluxe cabinet by Streak Technology.

Hamilton Mfg. (419) 867-4858

• Model PVC-1 Phone Card Vendor (vending): A rugged vending machine with Hamilton's validator and bill stacker, two card dispensers, low-card level indicator, built-in electronic audit, and easy-to-read electronic display.

Imagination Leisure (516)842-4242

• Neon Aire Rainbow (air hockey): Neon makes the Rainbow even more exciting. New features include multicolor neon lighting with the score display placed over the tabletop and lighted goals for players to shoot at.
• Also shown: SST and Neon Aire Blacktop (table hockey).

Incredible Technologies (847)870-7027

• Peter Jacobsen's Golden Tee 3D Golf Tournament Edition (video): Players can compete for cash and prizes in this new edition using the International Tournament System that encourages competition for placement on both local and national leaderboards. Just hook it up through a standard phone line and players can enjoy 18-hole golf courses with an opportunity to win.
• Also shown: World Class Bowling (video) with 3-D effects.

Innovative Concepts in Entertainment (ICE) (716)759-0370

• Home Run Derby (simulator): 3-D software and patented sensor technology; measures hitter's swing speed, angle, and height; virtual ball lands in field or in crowd; amazing visual animation.
• Cyclone Jr. (redemption): Same exciting play as the bigger version complete with built-in progressive jackpot.
• Ski Maxx (video): Interactive water skiing. Player chooses from four courses and multiple views while standing on a hydraulic-operated ski board.
• Also shown: ICE Ball (alley roller); Gold Coast (coin pusher); Flippa Winna (coin pusher); Full Court Fever (basketball); and Mouse Attack (interactive video redemption).

Intersphere USA (515)255-4944

• LazerWare System (laser tag): Choose from system sets that accommodate 10, 20, or 30 players. Game systems come with handsets, jackets, charging units, wall unit, one computer and printer, score sheets, operational training, and system software. There is also a one-year limited warranty.

Island Design (847)735-9145

• Boppin' Bugs (bopping/stomping): Smash pesky bugs with a mallet as their images light up on the playfield. Included: music, sound effects, and operator-adjustable features.
• Spider Stompin' Deluxe (bopping/stomping): A follow-up to the popular Spider Stompin' with new animated display, bonus feature, easy access for service, more controls, and a new graphics package.
• Destruction Derby (video): Prototype driver in a sit-down cockpit cabinet, seven levels, continuation, and buy-in. The object? Smash other cars on the track to your heart's content.
• Also shown: Tortoise and the Hare (bopping/stomping) and Tut's Tomb (gun game).

Jaleco (708)215-1811

• Match 3 (redemption): Match three characters and advance to the jackpot; match two characters and win tickets.
• Super GT 24 (video): Players enjoy supercars created with genuine exhaust sounds and realistic speed and drifting. Features 3-D graphics, four circuits, and four original supercars. The cockpit cabinet is designed for linkability.
• World PK Soccer (video): Realistic soccer features miracle league with robot keeper, three kicker types, and nine types of super shots with special path and visual effects.
• Also shown: Space Fighter (video); Spider Splattin' (redemption); and Spider Stompin' (redemption).

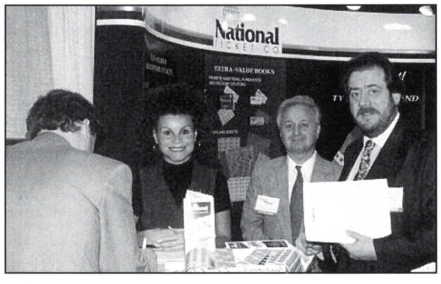
Jukebox USA (312)890-9600

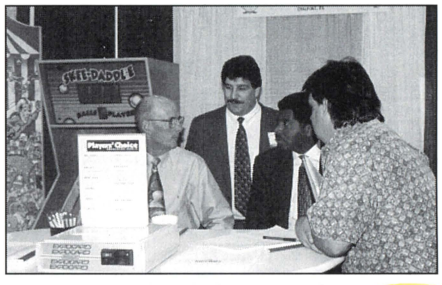
• Gold (jukebox): This striking Seeburg jukebox with gold

AMOA 1996

Left—Goodtime's Dan Hayes (c) is welcomed by Scan Coin's Per Lundin (r) and Gary Lehnertz. **Right**—"The new *Raiden Fighters* is here!" says Fabtek's Steve Ward, Jeanie Petit (c), and Susan Moffit.

Left—The Bally design team with "Mistress of the Dark" Elvira next to the new *Scared Stiff* pinball. **Center**—Imagination Leisure's Dick Simon (l), Richard McGrath (c), and Jim Fish by the new *Rainbow Neon Aire*. **Right**—Hoffman & Hoffman's Michael Hoffman (l) and Al Sterling show a die used to mint 700,000 tokens.





Left—At the busy Sega GameWorks booth, (l-r): Sega's Mike McHugh, Lamar Forque, Greystone Technologies' Dennis Sable, and Sega's Darl Davidson. **Center**—National Ticket's Ester Vidot and Tom Ritz (behind the booth) confer with a couple of customers. **Right**—Skee-Ball's Joe Sladek (l), Tom Kane (c), and Reggie Moultrie help a customer.

Left—In the Sega Pinball booth, (l-r): John Borg, Shelley Sax, Joe Blackwell, Rob Hurtado, and Bob Karegianes. **Center**—Mission Crane's Jim McNulty (l) and Glenn Kessel with Melo-Tone's Jack Kerner (c). **Right**—From left: Jaleco's Jarik Sikat, Howie Rubin, Ralph Orlowski, Shirley Vega, and Ed Manning.

Left—Blackhawk Music's John Neville (l) shakes hands with TouchTune's Giovanni D'Andrea by the TouchTunes jukebox as Suzanne Carper looks on. **Center**—Aristo's Nolan Bushnell (c) with Paul Weideraenders (l) and Scott Folcarelli. **Right**—The successful Micro Mfg. team, (l-r): Mike Rose, Larry Hartley, and David Beasley.

trim and a grill at the bottom includes a new game feature that lets players attempt to match their selection number to a random series of numbers displayed after the selection. If it matches, the jukebox awards a free play. The box includes an optional ticket dispenser where legal and can be connected to video and karaoke.

• Micro Music (jukebox): This machine is touted as the world's smallest wall-mounted jukebox and features a 240-watt RMS amplifier, short circuit protection system, auxiliary audio/video inputs, a visible mechanism, 102 disc capacity, and a wide range of programmable features. Optional items include printer for data retrieval, hard-wired remote volume, and high-efficiency accessory speaker systems.

• Also shown: Classic and Light jukeboxes.

Just Kiddie Rides (516)293-8129

• Cartoon Network Wacky Racers (kiddie rides): Fred and Barney and Yogi Bear are just some of the characters that appear on car and truck rides that feature theme music from popular TV programs. Also available in this series—a World Championship Wrestling Race Car.

• Peanuts Rides (kiddie rides): A group of rides with Peanuts comic strip characters such as Charlie Brown, Snoopy, Woodstock, and Lucy. There's a fire truck, bi-plane, and ice cream truck. All have five push-buttons for various sounds.

• Tom and Jerry Cheesemobile (kiddie ride): Jerry's favorite—cheese on wheels! Tom stands in back and Jerry rides shotgun in this single rider yellow and red car.

• Also shown: Batmobile, Dino, Flintmobile, Jetson's Cycle, Jetson's Spaceship, Tom & Jerry Cycle, and WCW Race Car (kiddie rides).

JVL (800)296-6657

• Concorde 1 (countertop): Over 41 dedicated games come in this one countertop. Features include CD-ROM technology with Super VGA graphics, 30-day trial, and one-year warranty. It is available either with or without a bill acceptor. Look for many operator-adjustable settings.

Kevin Sharp Ent. (615)895-9099

• Royal Poker (video poker): Features a 19-inch metal casino style machine with designer pedestal with gold or chrome doors.

• Lucky 21 (video blackjack): This multiplayer video features Vegas rules, insurance pays two to one, friendly voice prompts, multiple splits, double down, and adjustable maximum bet.

• Also shown: Line of all-metal casino style cabinets, round-top cabinets, and complete wood games.

Kiddie Rides USA (303)399-7191

• Jet Pack (kiddie ride): The first in a forthcoming line of Autorovo Hydraulic kiddie rides, this NASA-themed offering features a bucket seat that moves up and down and is driven by a power lifter. Other features include quality sound and lighting, head-level amplified speakers, and gel- coat throughout. Coming soon in the line are Thunderbolt Jet Plane, Helicopter, American Eagle, and Goldrake Spacecraft.

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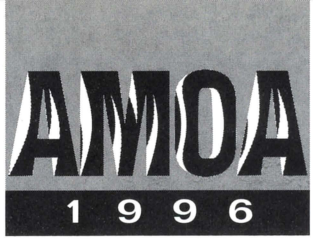
• Mall Kiosk: Features include a rubberized base with a castle-themed center that contains a change maker. The centerpiece can be custom-made for any size change maker.
• Also shown: Tonka, Bozo, and classic line of kiddie rides.



KidZone/Standard Metal Typer (312)935-0666

• Spinner (bulk vending): Large gumball dispenser with 24-inch wide base, Lexan acrylic center tube, dual locking acrylic lid, and a capacity of 3,200 to 6,800 gumballs depending on size.
• Also shown: Four-column sticker machines that dispense licensed tattoos as well as stickers (Looney Tunes, Tiny Toons, baseball, football, Batman, Superman, Harley-Davidson), Rock & Roll and Classical specialty machines that dispense collectible aluminum or color-anodized discs respectively, and bulk vending racks that can hold up to 36 machines.

Konami (847)215-5100

• Cobra System (video): This is a joint venture with IBM and features capabilities up to five million polygons per second. Shown in early prototype stage, and Konami plans its first game (with a fighting theme) in early spring.
• Winding Heat (video): This driving game features positive, forced-feedback steering and immersive 3-D sound. Players choose from three road courses and 14 sports cars with two driver's views of the car and road course. Games are linkable.
• Wave Shark (video): This puts the player on a real jet ski with full-motion simulation. Players choose from three courses and three levels of difficulty. Games are linkable.
• Beat the Champ (video): This sports-themed game features nine events in five different sports with two degrees of difficulty. Features split screen and dual illuminated trackballs.
• Also shown: Dead Eye (shooting video) and Chicken Dash (redemption).

LAI Group/Thaitalian (714)373-2993

• Roller Coaster (bulk vending): Gumball vendor that stands 60" tall and features a spiral tube with rope lighting. It accommodates candy, gumballs, and jelly beans of various sizes.
• Also shown: Twin Horse, Rescue Van, Police Car, Alligator, and Dinosaur (kiddie rides). The twin ride features two coin boxes and can adapt to any of 20 interchangeable ride figures.

LAIV S.L. (+34)-5-2243905-2244618

• Bulk Vending Machines: A full line of unique and colorful bulk vendors dispensing candy, capsules, toys, condoms, and canned nuts.

LA Slot Machine Co. (310)297-2600

• Big Chance (skill stop): These coin in/coin out, coin in/ticket out machines come in various styles: Oriental, Eve, Dunes, Cherry Bar, Tropicana, and Solex. There is also a ticket dispenser option.

Laniel Technologies (514)336-5050

• LC-12000 Series Changer (vending): Currency changer that holds up to $12,000 of coins (nearly 13,200 quarters) and bills. Features include two Medeco high-security locks, high-security JCM universal bill acceptor, solid all-metal cabinet, scratch-resistant Lexan decals, and attractive stand.
• Also shown: LC-4500 Series Changer that holds nearly 5,600 quarters, LC-25000 Token Dispenser, CK-2000 Electronic Cashless System, LC-12418 Card Dispenser, and LCCD-200 Card Dispenser.

Laser Storm (303)751-8545

• Laser Tag System (laser tag): Interactive play system that comes with phasers, controllers, headsets, belts, and scoreboard. Many options are available; choose from several adventures, such as Galaxy 2000, Circuit Commandos, Galactic Marauders, and Stargate.

Little Tikes/Omni (818)333-8830

• Imagination Factory (soft modular play): Omni provides thrilling spaces that challenge children to explore freely and create their own adventures.

Machine-O-Matic (905)836-4700

• Beaver Line (bulk vending): This line includes a variety of styles and options. The models include Beaver Island Vendor, Tri Tower Island, Southern Beaver, Northern Beaver, Beaver Tower, and the Tri Tower Corner. All come with dozens of stand options and other selections.

Magikkastle (888)842-4223

• Magik 120 (cabinet): Giant screen 8' wide x 6' tall for two to four players; mono or stereo sound; and other options. Comes with two player stations, stainless and vinyl stools attached to commercial flooring, and front projector with steel stand.
• Magik 52 (cabinet): Universal video game system with a 52-inch monitor.

Magnum Mfg. (800)659-1999

• Black Jack (video poker): Five-player with 3-D animation, 38-inch high-resolution monitor, progressive jackpot option, and remote telephone access.
• New Cherry (8-line): Adult redemption with high-quality cabinetry, 19-inch color monitor, and a Deltronic Labs ticket dispenser.
• Compuvision 2001 (simulator): This virtual reality golf game costs less and features a sturdy 71-inch high console that's just 80 inches deep.
• Gold Diamonds (video lottery terminal): Features nine games and a touch screen.
• Super Redemption (redemption): Play a game of video poker and win a prize, dispensed from the machine.

Medalist Marketing (206)939-2900

• Spectrum (darts): This electronic dart system features a 14-inch color monitor, front opening service door, high- density polyethylene cabinet, dart barrier skirt, and modular elec-

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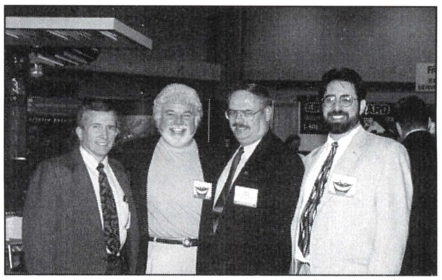
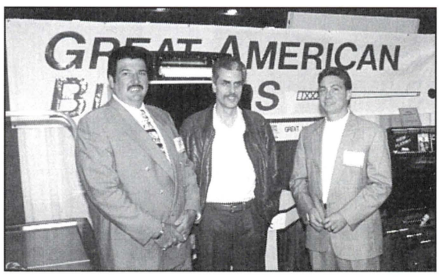


Left—Cadillac Jack's Al Shadwick (l) and Mike Macke visit with R & R Vending's Erin Peterson (second from left) and Helen Wiuagg. **Right**—Big gathering at Bob's Space Racers, (l-r): BSR's Ted Sloane, Amusement Consultants' Ron Getlan, BSR's Jack Mendes, and Amusement Consultants' Michael Getlan.



Left—Acclaim/Lazer-Tron's Chuck Morton (r) shows Mondial's Chris Vecchione (l) and P.J. Mastracchio the *Solar Spin.* **Center**—Great American Billiards' David Celani (r) and Dennis DiSarle (l) visit with Quick Silver's Greg Malavazos. **Right**—Looking over neon art, (l-r): Neonetics' Brad Sotoloff, Continental Productions' Mick White, and Ft. Worth Billiards Supplies' Albert Trujullo.

Left—King Plush's "King," Pat Klasno (c), surrounded by his court. **Center**—From left: Jukebox USA's Jack Kapala, Viking Vending's Sherry Dobson, JUSA's Shuja Haque,and model/singer Marilyn in front of the *Seeburg Gold.* **Right**—Plush Appeal's Catherine and Daryl Fletchinger (r) welcome Radest's Daniel Priesto (r) and Gustavo Lareo.

Left—Around the Software Control Systems' digital jukebox, (l-r): Brady Distributing's Jack McKinney, SCS' Jim Chapman, Brady's Tim Paukner, and SCS' Richard Brunette. **Center**—Tecmo's *Dead or Alive* video kit was shown by Dimitri (l) and Brian Hoisko. **Right**—"Buffalo" Bill Johnston (c) gets into the "Cat In The Hat" mood while Rhode Island Novelty's Dan Highcove (r) and Steve Larson have a laugh.

Left—At the Smart booth, (l-r): Gordon Smart, Larry and Diane Slavin of Coin-op Amusements, Pete Walton of Smart, Gary Duffey of Dave & Busters, and Jeff Smart. **Center**—Amuse-O-Matic's Laurie Stephenson (l) and Sandiee Knupp visit S & B's Tony Olivastro (l), Marty Luepker (kneeling), and Brian Riggles. **Right**—Colorful coin acceptors are new products at Asahi Seiko, as Michael Jeliner and Pam Hugill demonstrate.

tronics. It has many operator-programmable options, a variety of games, and six levels of play.

Meltec (503)643-8312

• Big Mouth 2000 (redemption): A sequel to the ever-popular Big Mouth, this game has a new look that is sure to attract new players. With dimensions of 10" long x 48 " wide x 93" high, the game uses 40 percent less floor space than the previous version.

• Sub Patrol (redemption): With captivating visual appeal, the submarine-themed shooting game features an authentic periscope, rapid-fire gun system, fiber optic lighting package, and moving electro-luminescent targets.

Merit Industries (800)523-2760

• Megatouch XL (video/countertop): CD-ROM game pack multigame unit that comes in a cabaret-style upright or countertop cabinet with touch screen. Features include a library of quiz, card, sports, reaction, and strategy games with digital sound and Super VGA graphics. It's network linkable and available this month.

• Super Megatouch IV (video/countertop): Next generation of the original Megatouch with new games such as Power Solitaire and Quik Match. There are three menu screens and 19 games.

• Scorpion DX (electronic darts): On-line dart board now testing; available first quarter of '97. Highlights: built-in bar code reader, full fax/modem capabilities, 386 Elan processor, user-friendly LCD screen, automated league management system, and both standard and novelty games.

• Also shown: Scorpion Darts, Tournament Megatouch IV, and Typhoon Table Hockey with overhead scoring, integrated blacklight, and bright color cabinets.

Micro Mfg. (800)277-6136

• Magical Touch II (video/countertop): Multigame touch screen unit that features new Speed Trivia and Hat Trick games to add to the list of card, sex trivia, and puzzle-type games. Available in a 14" countertop, 19" upright, and kit.

• Tournament Magical Touch II (video/countertop): This unit includes all the popular games in the original Magical Touch plus the new ones in version II. Follow the on-screen tournament instructions, then the play mode will run on its own.

• Also shown: Prototype games Berry Bonus, a Cherry Master-type game with new features such as Bonus Pool and Wild Berry Fever; and Major Poker Deluxe, the second version of the popular card game, now with digitized speech.

Mission Crane Service (714)456-0550

• Watch Crane (crane): This new version can be purchased as a kit to change any of the other Mission Cranes. Available now. All parts interchangeable. Made in fine woods with upper side wood panels.

• Candy Crane (crane): Will be available at the first of the year.

• Stained leaded glass overlays for its line of cranes.

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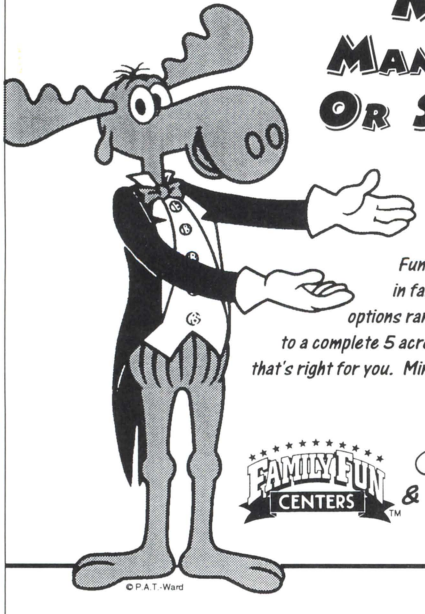

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• Also shown: Complete line of cranes in fine woods.

Namco (630)238-2248

• Aqua Jet (video): 3-D graphics are generated on the System 22; air-spring control system offers great simulation; riders feel every jump, wake and wave as they blast towards the finish line; two exceptional courses.
• Alpine Surfer (video): Great 3-D graphics on Namco's System 22. Players can freeboard or gate race while performing numerous air tricks and listening to rock or alternative music.
• Prop Cycle (video): Players use their own pedal power to fly through an aerial obstacle course, bursting balloons to gain points and time. The effects of the wind, gravity, and the weather on the flying bike, combined with 3-D graphics create a virtual-type experience.
• Also shown: Tokyo Wars (combat themed video); Time Crisis (one-player, polygon gun video); Soul Edge (version II in kit or dedicated); Dirt Dash (driving video); Belly Bomber (redemption); and Dino Bonk (redemption).

No Limits Inc. (312)258-8423

• Barchat Online Access Terminal (video): This coin-op PC machine needs only A/C power and a telephone line to install, accepts currency of 40 countries, and comes in both a sit-down and upright version. Features include a 19" SVGA graphics monitor and 28.8 BPS modem.

Noel Industries (813)785-7630

• Lax (rotary): Four-player rotary with mirrored playfield, music, and sound effects. A conversion kit is available that makes this unit more suitable for dispensing milkcaps. A one-player version is also available.

NSM (708)860-5100

• Performer Grand 2000 (jukebox): Glowing laser-rod animation and color-intensified display with the new ultra performance HyperBeam system. Also available in wall-mount version.
• Digital Thunder (jukebox): NSM describes this as a package containing everything they've learned in four decades of making jukeboxes. Features a fast 100-CD single player changer and protective CD handling and storage. Also available in wall-mount version.
• Wall-Mount Pedestal (jukebox stand): For use with a wall-mount jukebox when it can't be mounted to the wall.
• Nostalgia Gold (jukebox): This combines the classic look of the '40s with the classic high-performance sound system of the '90s.
• Emerald Ice (jukebox): Features 2,000 songs in the space of a pay phone. A beautiful translucent graphics effect behind silk-screened glass and featuring the HyperBeam system.

P&E Technologies (908)872-9800

• Magic Poker (video): Multigame, touch-screen technology features Jacks or Better, Joker's Wild, Deuces Wild, Black Jack, and Keno. Comes with SVGA graphics and 16-bit sound.
• Platoon Charlie-Bravo (video): This kit converts any ALG laser disc machine. Comes complete with E-PROMS, laser disc, and graphics.
• Cops (video): This kit converts any laser disc machine (Amica-based). Comes with ROMS and 12-inch laser discs.
• Street Hoops (redemption): This one- or two-player basketball-themed game challenges players to beat the clock or opponent by flipping ping pong-sized basketballs at a variety of baskets, each with a different point value.
• Also shown: Line of 8-liners now available in the new economy version; Whack N' Win and Catch-N-Win (redemption).

Peninsula Vending (408)976-3588

• M600D (bulk vending): Superior quality, six-column sticker vendor; three quality candy or gum vendors; and a heavy duty custom stand.
• M400D (bulk vending): Superior quality, four-column sticker vendor; two quality candy or gum vendors; and heavy- duty custom stand.

Phoenix Games (602)894-8622

• Gumball Tanker (kiddie ride/vending): Two children can hop on this big ride that sports a cargo of gumballs on the back. It can be customized to suit the location and holds four cases of 850-count gumballs.
• Round 'n Round (novelty): Up to 999 tickets can be won in this skill-stop game that sees a spinning ball land in varied point value spaces. There is a new ticket multiplier feature for up to four-coin play (payout is five times the ticket reward on four coins played at a time).
• Shot Clock 2 (novelty): Self-contained redemption game with vending hopper optional. Players can win tickets or soft plush sports balls. Look for the upgraded shooter and new prize delivery system.
• Also shown: Army Jeep and other new and refurbished kiddie rides.

Photo Vend (800)978-8688

• Logo Photo (photo booth): Automatically prints the location's logo on each picture; seasonal customization; Polaroid technology with no chemicals.
• FP 4 (photo booth): Six graphics to choose from: Hollywood, Faces, '50s, Beach, Coney Island, and Country, allowing you to match the photo booth to the location. Four different poses per picture.

Planet Earth (818)295-2855

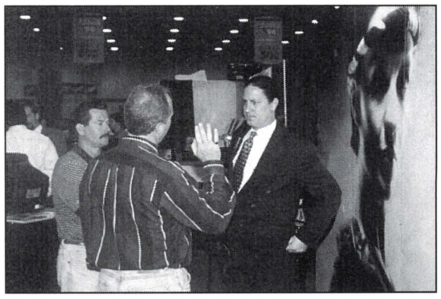
• Treasure Falls (novelty): Choose from Single, Jumbo (midsize), and Grand (double) models. Win tickets by shooting tokens up to giant teeth marked with varied point values. Build up a tray (jackpot) that can tip over and scatter tokens onto a tier of conveyor belts guarded by cobra heads in order to win more tickets.
• Also shown: Dinoscore (novelty).

Playcraft Industries (800)728-8181

• Coperto Deluxe (foosball): Glass-top game with telescopic rods, unbreakable men, tempered-glass playfield, high-qual-

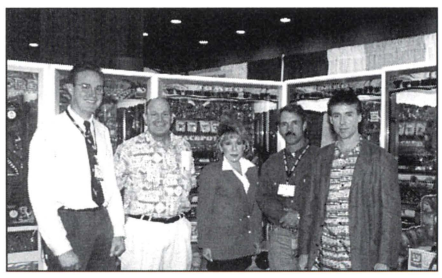
AMOA 1996

Left—By the *Round N' Round*, (l-r): Astro Distributing's John Nelson, Moss Distributing's Nancy Hardt-Janssen, and Phoenix Games' Michael Homas. **Right**—Part of the Oriental Trading Group contingent, (l-r): Cris Millar, Mike O'Malley, and Linda Correa.



Left—Brady Distributing's Jon W. Brady (l) takes a look at the Premier Data software with Jim Rodriguez. **Center**—Ultrazone's Drew Pawlik (r) discusses laser tag with a couple of prospects. **Right**—G.L. Technologies' Sam Kim (l), L.J. Greene, and Moss Distributing's Craig Cohoon.

Left—Happy group, (l-r): Damon Paramore of Dynamo, Lenore Fromm of Randy Fromm's Arcade School, Dennis Sable of Greystone, and Julie King of Dynamo. **Center**—Admiring Arachnid's award, presented by AMOA (l-r): Gene Harlan and Todd Martin of Arachnid, Linda Winstead of Lieberman Music, Marcio Bonilla of Arachnid, Ray Shroyer of Metro Amusements, and Sam Zammuto of Arachnid. **Right**—Falgas USA's Eddie Sanchez and Clara Fernandez show off the new *Taxi Baby* kiddie ride.



Left—American Changer's Jerry Vaughn (l) and Barry Frankel by the new high-security models. **Center**—Looking at Planet Earth's *Jumbo Treasure Falls*, (l-r): Gekay's Robert Vittitoe, ARMP's Don Rojas, Planet Earth's Valerie Bechtold, and ARMP's Carl Rodenbargh and John Summers. **Right**—By the *Big Rig Truck*, (l-r): Carousel's Brad Veatch, Gameplan's Buddy and Eileen DeMarco, and Carousel's Dave Weis.

Left—Beside Wurlitzer's *Rave On,* are Dave Peckles (r) and southern California distributor, J.K. Service's Magdi Hanna. **Center**—Pinball Louie's Walter Marinozzo gets a modular play primer from Little Tikes/Omni's Larry Reed. **Right**—From left: Green Mountain Vending's Ed Branom, Kevin Sharp's Mark Huggins and Russell Elliott, Handi-Stamp's Sandi Lucas and Dan Warren, and Kevin Sharp's Gene Sharp.

ity laminate on the thick plywood cabinet, and optional internal illumination.
• The Consul (pool table): Choose from six, seven, eight, and nine-foot tables with slate playfield, scratch- and fire-resistant top rails, and internal hydraulic lift that allows one person to access under the table.
• Zoom-Coin (table hockey): Features include high-pressure black laminate, powerful air compressor, two electrical coin mechs, and optional scorer and sound.
• All the above tables are by Garlando; Playcraft is the manufacturer's exclusive distributor for North America.

Plush-4-Play (714)893-8099

• Prize Factory (crane): Select the Maximizer 66" in slate gray or the Maximizer 42" in a choice of oak, mahogany, or whitewash oak finish. Common features include large viewing area, modular design, sliding component tray for easy access, dual coin mechs, and dollar bill acceptor. The cranes are part of the company's National Crane Network.

QRS Music (716)885-4600

• Nickelodean (player piano): A 12-piece band in a piano that's a sensation. Also available is the Virtuoso Violin (self-playing acoustic MIDI violin), the Story & Clark Grand (a 5'4" Grand piano); and the Portable Playola (makes any acoustic piano a MIDI player piano instantly).

Q-Zar (214)740-0000

• Q-City (laser tag plus): A new leisure concept that brings together laser tag with entertainment and retail outlets in a multilevel design.
• Q-Kidz (laser tag plus): Another new concept that combines laser tag and redemption games with younger children in mind. The laser tag equipment is lighter in weight.

Quartermaster (800)955-9681

• Fruit Bonus '96 (8-line): Includes many bonus features such as progressive all-fruit bonus, progressive 888 bonus, re-spin, diamond bonus, and any-bar bonus. An automatic ticket dispense function is optional.
• Cherry '96 (8-line): Among the features are all-stop and vertical line stop, base and max of all-fruit bonus, progressive 888 bonus, and a worry-free program.
• Also shown: Complete line of poker and 8-line games and kits.

Quick n' Crispy (214)669-8993

• Greaseless Fryer (cooking): Fry, grill, or bake delicious hot items that are crispy on the outside and moist in the middle without the need for a vented hood system.

Rainbow Crane (619)748-7157

• Toy/Candy Crane (crane): This new 30-inch, mid-size model is designed for candy, toys, and small plush. It features a new state-of-the-art carriage and transport system.
• Also shown: Complete line of cranes.

Republic Industries (214)368-1359

• Pachislo (skill-stop): Imported skill-stop, token-playing slot machines with lights and music. Choose from 20 different models, all in casino-style metal and wood cabinets.

Rock-Ola/Antique Apparatus (847)928-2121

• Legend SyberSonic (jukebox): Standard features include full-view CD playing mechanism, SyberSonic dual amplifier, surround sound, separate volume controls, 32-character LCD display, programmable personal messages and page options, built-in multiple languages, self diagnostics, international power supply, one-button command to change a CD, and a title display that shows 16 jackets and title cards at a time. It stands a stately 66 inches high and comes in either a red or green finish cabinet.
• The Convertible Rocket (jukebox): It can be a free-standing floor model, countertop, or wall-mount unit that delivers sound performance through SyberSonic electronics and comes with most of the same features as the Legend. This new concept uses a removable booster base and a three-up title display with picture frame graphics.
• Also shown: The Bubbler CD-8 (classic jukebox design exterior with modern components inside).

Rowe Intl. (616)243-3633

• Silver Screen (popcorn vendor): Hot air popcorn requires no oil and assures a full cup every time with no waste. Automatic pre-heating keeps it always ready. Offers six varieties: four special flavors, double on any flavor, or plain.
• 650 Merchandiser (snack vendor): Full-view window display; operators can easily change compartment sizes to fit the product need; vends products of almost any width; and each product shelf individually snaps out. Designed for small and medium locations.
• LaserStar Venus Caliente (jukebox): Features a new title display to merchandise music and stimulate play; twelve full-sized CD jackets are displayed beside easy-to-read title strips; motor-driven pages; three rotating discs rotate on top in a rainbow of colors.
• MM-2 (jukebox): A CD jukebox in a smaller size. Eight full-size CD jackets are displayed; and set on autoplay it automatically plays a random or pre-selected track at specific time intervals.
• LaserStar Nostalgia (jukebox): Made with old world craftsmanship using chrome-plated metal castings and hand-rubbed wood, inset with rainbows of colorful highlights.
• Also shown: Customized college jukeboxes.

Sega GameWorks (415)802-3100

• Die Hard (video): A two-player fighting game in which players can join in the action at any time and have the option of continuing play. There are two eight-way joysticks and three action buttons. Features include five battle stages, over 1,000 character actions, over 30 characters, realistic scenery, 3-D CG polygon graphics, full texture mapping, and high-definition action.
• Gunblade NY (video): The Big Apple has been taken over by armored android soldiers and time is running out. As part of a Special Air Assault Force, players must utilize this game's firepower to take control of the situation. This two-player game features 3-D shooting action, a changing camera angle on the 50-inch projection monitor, and on-screen

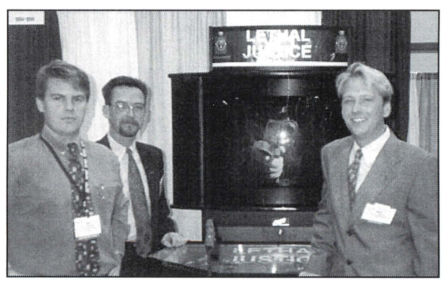
AMOA 1996

Left—The Gametime booth manned by Shannon Hagestad and Kelly Stites. **Right**—Surrounding the Rock-Ola *Legend SyberSonic*, (l-r): Antique Apparatus/Rock-Ola's Dan McAllister, Glenn Streeter, Ross Blomgren, and Russell Etheridge.

Left—BWB Newark's Don Tunstall (l), Jean Tunstall, and Canadian distributor Marc Raymond of Laniel Automatic Machines. **Center**—New Orleans ladies, (l-r): Andrea Gibson, Darleen Hansen, and Kathleen Galante show the wares of New Orleans Plush Co. **Right**—At the Machine-O-Matic booth, (l-r): Eric Tebogt, Vili Domitrovski, Josie Schwarzli, Malcolm Knight and Nancy Calderon.

Left—Coin ConneXion's John Mette (r) shows route management software to Great Lakes Music's Matt Pierce. **Center**—"I'm really proud of her!" says BMI's Kathy Crow standing next to the portrait of her famous sister singer Cheryl Crow at the BMI booth. **Right**—Benchmark welcomes international visitors, (l-r): Benchmark's Stephan Renaud, Australian distributor Jonathan Wells, Benchmark's Al Kress, and Australia magazine publisher Jack Rodios.

Left—Cash Code coin mechs are shown by, (l-r): Steve Kinder, Dave Vettese, Paige Gamble, and Val Levitan. **Center**—JVL's Mort Ansky (l) talks countertops with Metro Coin's David Gershlick (r) and JVL engineer Boris Itskov. **Right**—At the Just Kiddie Rides/Kiddie's booth, (l-r): Rich Stebeck, Jim Monahan, and Sean Kiernan behind the *Snoopy Bi-plane.*



Left—Island Design brothers James (l) and John Noland next to *Boppin' Bugs* and *Tortoise and the Hare.* **Center**—At Play Meter's booth, (l-r): John Petkus of Diversified Systems, Lenore Fromm, Ian McCormick of Diversified, and technical guru Randy Fromm of Randy Fromm's Arcade School (now writing exclusively for Play Meter). **Right**—Dan Flynn, Bob Wickoren, and Mark Greiger with Coin-Op Intl.'s *Lethal Justice.*

enemies with artificial intelligence.

• Last Bronx (video): This martial arts game takes place during a violent street war in Tokyo and features actual scenery from the Japanese city. Characters are outfitted in hip clothing; buy-ins are available; and players can compete against one another or the computer on the two-player game that utilizes 300,000 polygons per second for smooth battle action.

• Sonic Championship (video): Awesome cartoon-style animations fuel this fighting game for younger players when Sonic the Hedgehog and company battle it out through nine stages on a quest to gain control of the powerful Chaos Emeralds. There are 10 characters, changing viewpoints, an automatic mode for beginners, and 3-D fighting action provided by Sega's Model 2 board.

• Touring Car (video): A new driving game using the Model 2 board that offers four cars to choose from, a multiplayer mode that supports up to eight races, three different tracks, new user records making it possible to view player records and ranking, 3-D sound effects, alternate viewing perspectives, and a choice between automatic and manual transmissions.

• Virtua Fighter 3 (video): This fighting game is the first to utilize Sega's Model 3 board, which creates a level of realism new to video games. With one million polygons per second, the game is three times faster than Virtua Fighter 2, and the fighting arena is no longer limited to a ring. Backgrounds feature slopes, walls, edges, and various obstacles that create intense battle contests. There are also new characters and a new escape button.

• Virtua Fighter Kids (video): New for the Titan System,, this head-to-head fighting game comes complete with a comic twist. There are 10 different kinds of fighters, each with the same moves as the masters from Virtua Fighter, and players can attack and defend to their personal preferences and battle techniques. Cartoon graphics create a fun vibe for game play. The game is faster and more detailed than Virtua Fighter 2.

• Virtual On (video): Players are challenged to a battle in this game's cyberworld, where they control their own robotic movements by two levers that each have two buttons that allow them to move side to side and forward while shooting their on-screen enemies. The simulator game features polygon modeling 3-D CG graphics that bring to life a series of attacking methods.

• Wave Runner (video): A jet ski simulator with 3-D graphics that make players feel like they've been dunked into the ocean. With a jet ski body by Yamaha, the game is linkable up to four units, has two courses and two views, and features huge waves, crazy turns, and big jumps. Sega's Model 2 board provides realistic game play.

• Also shown: Cut the Cheese (redemption), Daytona USA (video), Manx TT Super Bike (video), and Sega Sports (redemption).

Sega Pinball (708)345-7700

• ID4 (pinball): Based on the hit movie, this pin games features impressive four-color art, speech by the movie's stars, a light-effect alien attack, hidden secrets inside targets, three flippers, three ramps, and criss cross shots that keep the action frenzied.

Skee-Ball (215)997-8900

• Sittin' Ducks (gun game): Old-time shooting gallery game in which players shoot at targets in a duck pond to win tickets. The target board is upgraded and the gun is token-exact. Illuminated wind indicators are a new feature.

• Super Shot Jr. (children's game): A scaled down version of Super Shot, with many of the same features as the larger model. Look for steel frame construction and powder-coated finish plus top-mounted ticket dispensers that hold triple stacks.

• UB-QB II Football Challenge (sports game): Just in time for football season, an updated version of the popular UB-QB now with new colors, bold graphics, and prize dispenser option.

• Also shown: Super Shot (sports game); Skee-Ball Too! and Skee-Ball Lightning (alley bowlers); Hightops and Skee-Daddle (children's games), Circus Hi Rise and Car Toon Racin' (novelty).

Smart Industries (515)265-9900

• Pit Stop CS 42 (crane): Features a steering wheel, gear shifter, gas pedal, top double marquee, medium jumbo claw, new decal package, rope light package, and racing/action sound. Options include an Indy car decal package and a gumball vendor.

• Hollywood (photo booth): Customers are treated to two dozen backgrounds for their black and white laser printed photo. Holds 750 sheets of paper and the product cost is only nine cents.

• Candy Crane (crane): Customers are winners every time. Features colorful marquee, custom graphics package, and optional formica color change.

• Also shown: Clean Sweep '96 (crane); Feed Big Bertha (redemption); The Smart Prize Center (redemption without tickets): The Smart Redemption Center (no main counter necessary); and The Smart Ticket Center (ticket counter).

Software Control Systems (604)278-7950

• Mediaplex 2000 (jukebox plus): A touch-screen entertainment platform that incorporates a variety of audio and video options from play list customization to a karaoke component. Features include a music exchange package and coupon printer for on-site promotions. The object is to offer as much entertainment through one unit as possible.

SNK Corp. (310)371-7100

• Neo Mini (crane): You can merchandise Neo Mini to fit any theme or location. Its compact size makes it an easy fit anywhere. Dispenses diamond capsules, candy, or clear capsules. An optional pedestal is available.

• Neo Geo Countertop (conversion kit): This kit will enable you to convert many countertops to a one-slot Neo Geo.

• Neo Flash (vending): Player configures a set of 16 minipictures to his specifications and then superimposes them on a sticker-based paper all within a simple three-step process.

• Kizuma Encounter Super Tag Battle (video): Rosa, the Bloody Panther, leads the revolutionary organization against King Lion. There are a wealth of rushing combinations, continuous attacks, and super special moves.

• Neo Geo software games (video): King of Fighters '96,

Samurai Shodown 4: Amakusa's Revenge (17 playable characters, some new/some old); Ultimate 11 (soccer action); Twinkle Star Sprites (shooter/puzzle); Ghost Lop (two-player competitive shooter/puzzle); Neo-Bomberman (maze/strategy); Waku 7 (cartoon-look fighting game for all ages); and Stakes Winner 2 (competitive horse racing/sports).

T & M Distributors (203)456-4231

• Enhancer (cabinet): Solid cabinet constructed with 3/4-inch panels of plywood laminated on both sides with Formica. The unit is wired for 120 volts AC, 60 Hz, uses a 15 amp switching power supply, a 38-inch Pentranic monitor, Happ over/under coin door, and JAMMA harness. Plywood is used throughout, with steel at the stress points. The monitor, which is supported by two steel brackets, is easy to rotate from a horizontal to a vertical position.

Tecmo (310)787-2900

• Dead or Alive (video): An interactive two-player fighting game kit for the Sega Model II cabinet. It features eight characters, is 95 percent complete, and should be available later this month or in December.

Tekbilt (215)322-3232

• Touch the Gold (gaming): Video gaming terminal with touch screen and multiple games (15). South Carolina programs are available. Select from three cabinet styles: casino, round-top, and slant-top.

• Also shown: ICM 1000 change machine that takes $1-5-10-20 bills and holds up to 26,000 quarters.

Theisen Vending (612)827-5588

• Bananas Gorilla (kiddie ride): A banana-shaped car with a banana lover inside, taken from the Richard Scarry book series and the animated TV series.

• Garfield (kiddie ride): Everyone's favorite fat cat sports a plaid cap and takes up residence in a zippy green car with flashing lights, music, and multiple coin mechs.

• Mr. Men (kiddie ride): Those amusing rotund fellows from children's books are now featured passengers in children's rides.

• The Entertainer (bulk vending): Think about vending from the gumball's point of view. This machine's wacky sound package has the gumball talking as it makes its way down spirals and over ramps before it reaches the customer. Available through International Entertainment Systems, (847)608-0300.

• Mini-ATM (specialty): Also from International Entertainment Systems, a unit that accepts all credit and bank cards, displays the customer's name, offers multilingual instructions, and prints a receipt.

• Woody & Chilly (kiddie ride): Woody Woodpecker and his friend Chilly the penguin team up in a big blue airplane ride.

• Also shown: Lowly Worm Apple Car (a Richard Scarry licensed product), Pink Panther See Saw, and Pink Panther Police Van (with Inspector Clouseau inside).

Thomson Entertainment (44 (0) 1293 562822) UK

• Venturer S2 (simulator): Two-seat simulator to incorporate thrilling entertainment in a fully enclosed capsule with dynamic motion, CD-quality stereo sound and big screen display. Complete with five rides; the library will be continually extended.

TouchTunes (514)762-6244

• Digital Jukebox (jukebox): This digitally-downloaded system is billed as music at your fingertips. Featuring virtually no moving parts, it reproduces CD-quality sound resident on its computer disk accessed through on interactive touch screen interface.

Ultrazone (800)628-2829

• Zapzone (laser tag): Laser tag system that combines live team sports with the feel of a video game. The arenas offer surprise challenges and target interaction. Players get detailed, personalized scorecards.

Valley Recreation (517)892-4536

• Cougar (darts): This line of dart games includes the Wall-Mount unit, SM, HB, and newest model IQ, which is NANI-compatible and has a built-in computer to display full screen or quarter screen advertisements in a rotating cycle. The company has devised a strategy on how to advertise the IQ most effectively. The Cougar IQ also has a debit card feature that can be used for promotions and allows players to buy games in advance.

• Cougar Z-D6 (pool): New features include summit ash laminate, reinforced ball trap, more chalk drop holes in the ball return, optional extra cut-out holes, and new decorative corners. The table utilizes one-piece precision ground Italian slate, heavy nylon cloth, interchangeable components, a highly visible coin counter, and a four-coin adjustable coin mech.

• HB-8 (darts): The popular European dart game distributed by NSM-Lowen that allows eight players to compete simultaneously and features brilliant colors, graphics, and a variety of game options.

• Image Series (pool): This premium series of pool tables comes in three versions—traditional, country, and contemporary—to reflect the needs of any location. Each table comes with 16 cast phenolic Belgian balls, molded triangle with Cougar logo, four Valley 57-inch cues, box of chalk, and the official rules.

• League Machine for Windows (software): A database program created for operators to assist in better keeping track of leagues, players, activities, fees, and expenses related to leagues.

• Tornado Table Hockey (air hockey): Features include .100 laminate with special wearplate, hot rails to assure uniform puck deflection, heavy-duty blower system, propylene legs with easily adjustable levelers, traditional hockey graphics, and an easy-to-read oversized LED scoring readout.

• Tornado 2000 (foosball): This table comes complete with precisely proportioned goals, locks on both corners of the table, a metal reinforced hand-crafted cabinet, nine ball metered trap, double-bolted legs, top of the line leveler, high-pressure laminate playfield, three-man goalie, and goal stuffing alarm.

Vend USA (888)580-VEND

• Autocard (card printer): Customers can make customized

cards in less than two minutes guided by on-screen messages and voice messages.

Wee Chin Enterprises
(886-7-7514949 (Taiwan)

• Baby L, Baby S, OK Jumbo, Bingo Cube (cabinets): A cabinet for any need from uprights with 38-inch monitors to casino-style. Custom logos are available, service access is easy.

West Coast Mfg. (954)725-8314

• Disc-Go-Round (bulk vending): With the same features as the Revolution gumball vendor, the new machine has replaced the old insert with a series of discs instead of a spiral.
• Pop Drop (bulk vending): With a 20-inch footprint, the machine will vend 500 Tootsie Pop candies and has a storage unit beneath the dispensing cylinder that will hold an additional 500 candies for quick reloading. A separate money compartment with lock is also located beneath the cylinder, which indexes each time a candy is vended.
• Also shown: Lightning Bolt (bulk vending).

Williams Bally/Midway (312)961-1826

• Cruis'n World (video): A sequel to the popular Cruis'n USA, the game incorporates driving footage from many exotic international settings. This sit-down is available with both 25-inch and 33-inch monitors, and as many as four can be linked together at one time. The game features Midway's patented DCS2 sound system with a track of six driver-selectable tunes.

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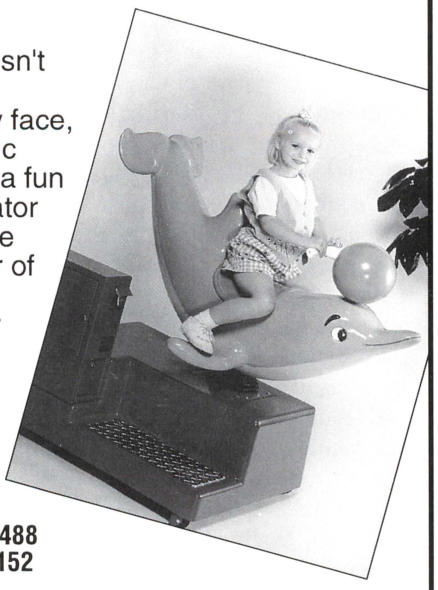

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Mayoni Enterprises Established 1982

• Maximum Hang Time (video): An updated version of the basketball-themed game released earlier this year. A $99 upgrade chip comes complete with NBA roster changes, new players, and new hot spots that increase shooting percentages.
• Phantom Haus (novelty): This token-redeeming game is based on the concept of many European fun games and includes spinning reels and a trail game on the upper playfield all incorporated into the overall horror theme. Once players work through the reels onto the skill trail game, they set out to win all 100 credits by advancing as a result of game play on the high-resolution dot-matrix screen. The company is currently exploring the legality of the game in different domestic markets.
• Scared Stiff (pinball): Themed around Elvira and the Six Tales of Terror, the game is equipped with a jackpot feature, includes enhanced sound and video, and has more accessible internal parts. The game enjoys a strong celebrity license.
• Touch Master (countertop): Included in this game, introduced earlier this year, is a free upgrade with three new games and close to 3,000 new phrases for word games. The new games include Five Star General, Three Peak Perfection, and Pyramid 13. A tournament package will also be available within the next month that can accommodate any of eight games and multiple tournaments. The game will also be NANI- compatible by the end of the year.
• War Gods (video): This 3-D fighting game, first debuted at ACME '96, is now much improved with considerably faster movement, more fatalities, and greatly enhanced dramatic action produced by 3-D cameras. There are also a number of new moves including a popular offensive slide.
• Also shown: Wheel of Fortune (redemption).

Wurlitzer (201)807-9543

• The Elvis (jukebox): A special edition of the One More Time featuring Elvis graphics. Only 3,000 will be manufactured over the next six years.
• Rave On (jukebox): This small, affordable machine is decorated in a stylish gray color and features a 54-CD display, advertisement panels, and full background music capabilities.

XCP (813)841-6630

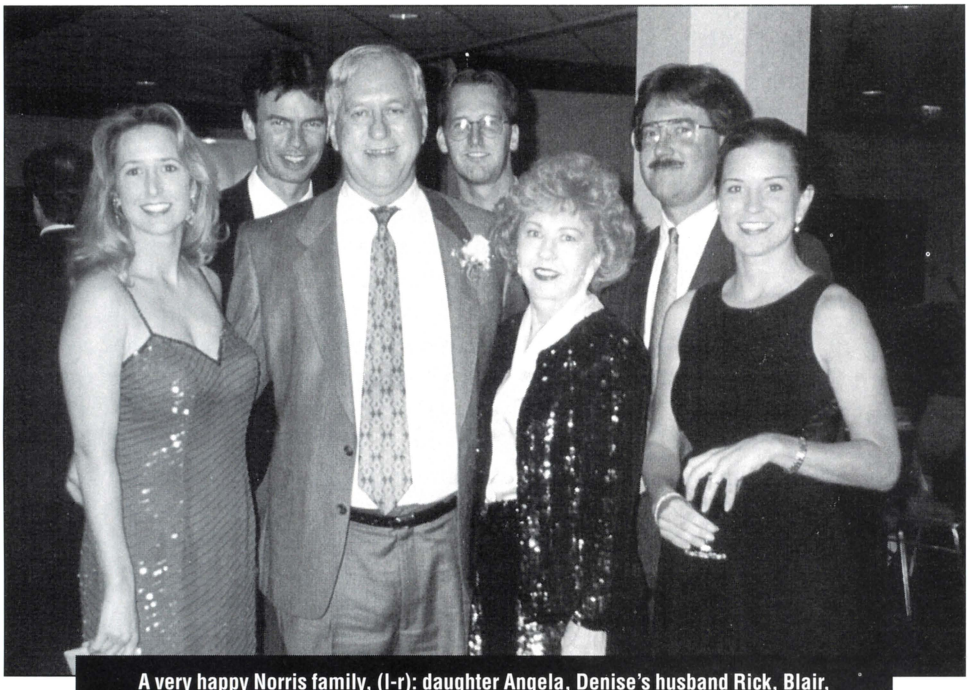
• Model 5001 Phone Card Dispenser (vending): One-column dispenser, the smallest full escrow phone card dispenser, that takes in multiple denominations of currency.
• Also shown: Model 5001 XL two-column, two-price unit; a combination phone card and U.S. Postal stamp dispenser; and the Model 5860 debit card reader used to replace coins, bills, and redemption tickets all in one.

Zamperla (201)334-8133

• Tea Party (kiddie ride): Two small children can ride this big pink and white teacup accented with flashing lights and a sound system.
• Tubby the Whale (kiddie ride): A friendly black and white whale lets youngsters climb on his back for a pleasant ride.
• Also shown: Flying Carpet ride, St. Claus ride with twin reindeer, Twin Horse, and Dinosaur rides. ▲

OPEN HOUSE/
ANNIVERSARY

Brady's Blair Norris *celebrates 35 years*



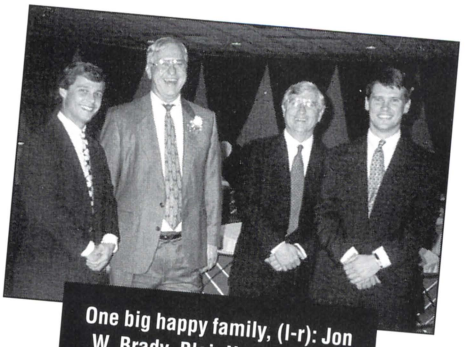
A very happy Norris family, (l-r): daughter Angela, Denise's husband Rick, Blair, son David, Gayle, son Rusty, and daughter Denise.

Brady Distributing, Charlotte, N.C., combined its post-AMOA open house with a tribute to Blair Norris for 35 years of faithful service to the company.

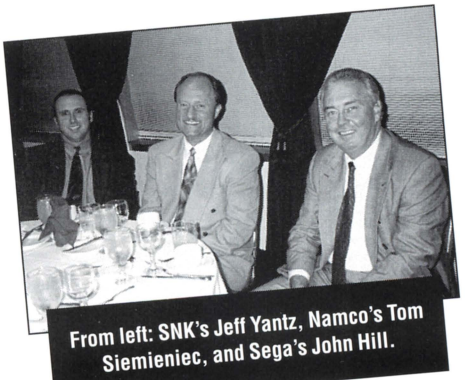
Greeting attendees at the front door was a display of photos of Blair from the time his bicycle was his most prized possession to pictures of him with his children. Blair was a newly-

Capcom's Ron Malinowski (l) jokes around with Acclaim's Chuck Morton.

The Owl Music crew, (l-r): Sharon and Dale Hudler and Lane and William Thevaos.



One big happy family, (l-r): Jon W. Brady, Blair Norris, Jon P. Brady, and Chris Brady.



From left: SNK's Jeff Yantz, Namco's Tom Siemieniec, and Sega's John Hill.

From left: Bay Tek's Lisa Basten, Hanaho Games' Debbie Gonzalez, and G.L. Technology's L.J. Green.

From left: Operators John and Rowena Bacon, Brady's Jon P. Brady, and Jane Adkins of Take Ten Corp.

Chris and Jon W. Brady (front) with Benchmark's Stephan Renaud and Skee-Ball's Reggie Moultrie.

NSM's John Margold (r) presented Blair Norris with an appropriate 35th anniversary gift: a golf shirt!

wed working for a finance company in 1961 when the company transferred him to Greenville. Having been born and raised in Charlotte, it wasn't long before Blair and his wife Gayle longed to return.

A college buddy of Blair's, Russell Knox, had a job offer with Brady Distributing but had to turn it down. However, he highly recommended his friend Blair, who was eager to get back to Charlotte. "I remember when I began working for C.B. Brady, we only had about nine employees. The company only sold jukeboxes at that time."

Ask Blair what his duties were and then be prepared to listen for quite awhile! Although he was hired to do bookkeeping, he was soon answering the phone, handling the route, and selling machines. And that, he explains, was only the first part of the day! Then he'd spend time loading the trucks and repairing machines.

There always seems to be a humorous memory of the first days of a new job and Blair has this one: "I didn't know anything about the industry. My first sale was to one of our best customer's locations. I learned real quick that you simply don't sell to your customer's locations!"

In 1963 Brady added the Fischer line of pool tables and C.B.'s son Jon joined the company. Then pinball was legalized in 1967 and Brady was busier than ever. "We went from working 50 hours a week to working 60!" Blair declared. In fact, Blair names 1967 as a year that recorded one of the most drastic changes in the industry. Others are the '70s when video games descended on the industry, and the mid-'80s when the bottom fell out of the video game portion of the business.

Just recently Blair was named distributor salesman of the year by Williams Bally/Midway Mfg. During a special tribute dinner held after the Brady open house, Rachel Davies was asked to talk about Blair. She said the award was given from the bottom of her heart. She added that Blair had a tremendous impact on her industry career. "When I first started I thought I had the solution to change the industry with Select Systems. No one took me seriously and it was difficult to get anyone to listen."

She continued, "When I called on Blair he listened and asked questions. He made me feel important. I learned a lot from Blair and I thank him for all he did when I was starting out. He's taught a lot of newcomers to the industry many lessons. It's been an honor to know him."

Jon P. Brady, who has known Blair for 35 years had glowing praise for

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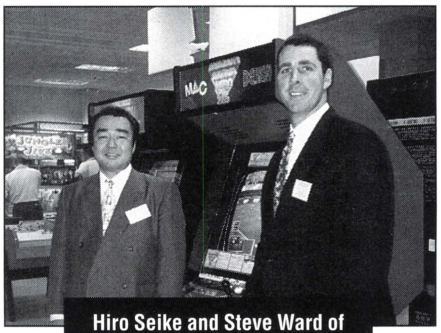
Blair began his career at Brady selling jukeboxes. What better way to celebrate 35 years than with a jukebox cake, held up by Blair and his wife Gayle.



Hiro Seike and Steve Ward of Data East with their latest game Stadium Hero '96.

Williams Bally/Midway's Rachel Davies had some kind words to say about her friend and mentor, Blair Norris.

him. "I remember when Blair first started working for my dad, he was hired as the bookkeeper. He prepared contracts and figured interest. He also answered the phone. When I joined the company in 1963 I noticed that Blair was answering all the phone calls. Instead of routing them somewhere else, he'd take even the service calls. When I asked him what he was up to, he explained that with every call he picked up more information. It was a modest answer from a modest guy."

After heartfelt tributes from Blair's son Rusty and from Jon's son Jon W. Brady, Blair was asked to say a few words. "I'm kind of embarrassed about all the attention," he humbly replied. "I'm just thankful my family could be here," he said of his two daughters, Angela and Denise, and his two sons Rusty and David. "This industry has been so good to me and I love it. It's interesting and unusual but that's what makes it so special." ▲

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IAAPA explores the business of fun

There's no better place to see trend-setting attractions and the latest technology than at the largest gathering of movers and shakers in the amusement field—the IAAPA convention and trade show.

Amusement and attraction industry leaders from all over the world will have the opportunity to share ideas and look toward the future through roundtables and networking activities at the upcoming 78th International Association of Amusement Parks and Attractions mega trade show Nov. 19-24 at the New Orleans Convention Center.

The theme for this year's event is "Entertaining Profits—Strategies for the Business of Fun."

Often referred to as "the world's largest amusement park under one roof," the IAAPA show is a mecca for amusement park, waterpark, and family entertainment center operators and suppliers since it spotlights the latest trends in leisure and entertainment.

An estimated 20,000 attendees, including 4,000 from overseas, will be able to sample high-tech simulators, fun foods, roller coasters, midway games, and much more at the 3,500 booths.

The event's grand opening Theater of Fun will feature the What's New Revue, a multimedia presentation of the hottest and newest worldwide industry innovations including a look at the new roller coasters introduced this year as part of the International Year of the Roller Coaster. Stage and screen star Ben Vereen will be the special guest host.

In addition, the Fun Industry Hall of Fame will recognize industry leaders who have worked hard to advance the industry and IAAPA. Attendees will celebrate the Golden Era of Carnivale at a Festival of Fun at historic Gallier Hall in downtown New Orleans. IAAPA Hall of Fame member Harrison A. "Buzz" Price will share his more than 45 years of theme park, leisure, recreation, and consulting experience with industry owners and leaders at a luncheon on Nov. 21.

More celebrities! Peter Noone of the legendary Herman's Hermits, the British rock group of the 1960s, will entertain during the "Let the Good Times Rock and Roll" annual gala on Nov. 23.

A new addition to this year's education agenda is the IAAPA Amusement

Facility Management School that provides a series of educational sessions for industry middle managers with three specific educational tracks based on facility type: amusement park, waterpark, and FEC. Each track contains a series of 10 two-hour workshops Nov. 18-22.

Students who attend 20 hours of training will earn two continuing education units (CEU) from Greenville Technical College of South Carolina. (Space is limited for this school; tuition is $160 if registering at the convention.)

Topics at the general workshop program this year include improving communication skills, costumed characters, crisis management, employee relations, finance and general business practices, food service and catering, games, go-kart trends, government relations, loss prevention and risk management, general and Internet marketing, legal issues, party planning, ride maintenance and operations, safety issues, training, and themed entertainment trends.

Interpreters will be available at workshops. Many sessions will be simultaneously interpreted into Japanese, German, and Spanish.

Workshop fees are included in the trade show registration fees and are for members only. On-site member registration is $40; on-site non-member registration is $90.

For more details and/or housing and transportation information, contact IAAPA, (703)836-4800. ▲

IAAPA '96 WORKSHOP SCHEDULE

Monday, November 18
(for IAAPA Amusement Facility Management School only)

8 - 10 am	Strategic Planning*
10 - 12 noon	Problem Solving*
1 - 3 pm	Decision Making and Time Management*
3 - 5 pm	Leadership*

Tuesday, November 19

8 - 10 am	Marketing*
10 - 12 noon	Trends in Waterparks*
10 - 12 noon	Trends in Amusement Parks*
10 - 12 noon	Trends in Family Entertainment Centers (FECs)*
10 - 12 noon	Marketing Roundtables
1 - 3 pm	FEC Operations*
1 - 3 pm	Loss Prevention and Risk Management*
1 - 3 pm	Amusement Park Operations*
2 - 4 pm	Finding Good Employees
2 - 4 pm	High-Tech in FEC

Wednesday, November 20

1:30 - 3:30 pm	Food Service & Personnel Clearinghouse
4 - 6 pm	Marketing on the Internet
4 - 6 pm	Eliminating Your Silent Partner
4 - 6 pm	Catering in Food Service
4 - 6 pm	Games
4 - 6 pm	Supervisory Management
4 - 6 pm	Guest Relations
4 - 6 pm	Waterpark Roundtables

Thursday, November 21

8 - 10 am	Finance*
8 - 10 am	Future of Themed Entertainment
8 - 10 am	Shoulder Season Marketing
8 - 10 am	Training the Trainer
1:30 - 3:30 pm	Food Service and Personnel Clearinghouse
2 - 4 pm	Legal Roundtable
4 - 6 pm	Crisis Management
4 - 6 pm	Financial Survey
4 - 6 pm	Modular Food Service
4 - 6 pm	Red Hot and Gold
4 - 6 pm	Go-Kart Certification
4 - 6 pm	Party Planning

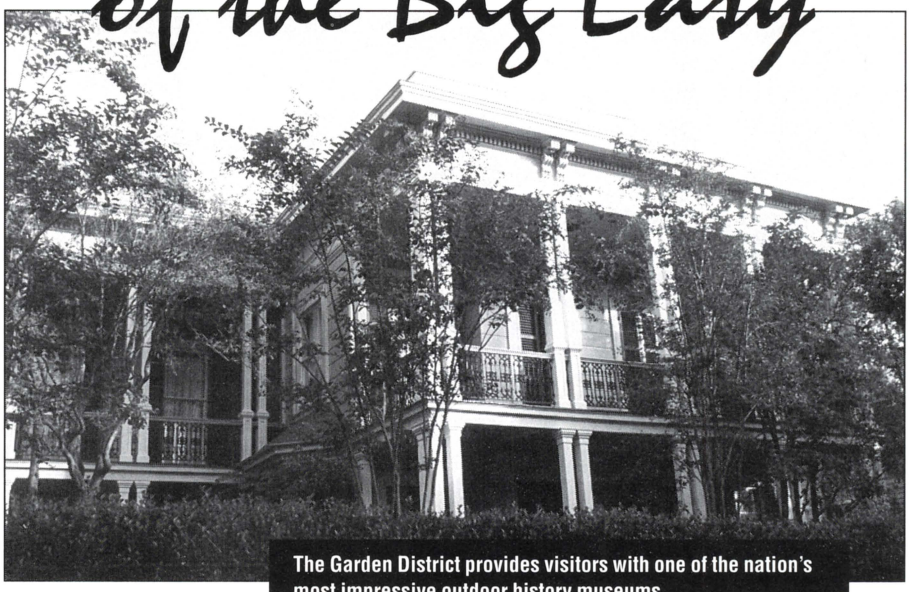
Friday, November 22

8 - 10 am	Inventory Control
8 - 10 am	Motivating Employees
8 - 10 am	Ride Maintenance
8 - 10 am	Go-Kart Trends
4 - 5:30 pm	Ride Operations
4 - 6 pm	Communication Skills
4 - 6 pm	Safety
4 - 6 pm	Costumed Characters
4 - 6 pm	Government Relations

*Workshops required for IAAPA Amusement Facility Management School

The simple pleasures of the Big Easy

While many tourists come away with ribald stories of all-night parties and the allure of the forbidden, New Orleans has also been called the Paris of North America, offering many sedate yet elegant pleasures for its guests.



The Garden District provides visitors with one of the nation's most impressive outdoor history museums.

If you're looking for a party, look no further than the French Quarter, and if you're looking for a good meal, you can generally do the same. But what if you're looking for an experience tinged with more authentic local color?

Many visitors come to New Orleans with those first two goals in mind, and the compact downtown area where the French Quarter with all its glitz is located can provide that with little outside help. It's pretty self-explanatory, and what needs explaining has already been handled by reams of travel guide pages and brochures.

However, there is another New Orleans—one where most locals spend their days and nights and one that still offers a uniquely European flavor. While there are many areas of town where visitors can experience this other New Orleans, the most accessible is just a short trip away for downtown hotel guests.

STEVE WHITE

A GARDEN OF HISTORY

Much of New Orleans proper, or at least what is proper for the more placid adventurer, can be found along two major thoroughfares stretching from the Canal Street corridor at the center of downtown to the far end of uptown known as the Riverbend area.

Both Magazine Street and St. Charles Avenue are easily accessible for downtown hotel guests either by taxi or the historic streetcar line which runs up the latter and is one of the city's attractions unto itself.

In fact a ride on the line, which originally served as the link between New Orleans' first suburbs and the city itself (the area now known as the French Quarter) and is the nation's oldest street railway line, provides the best opportunity to see some of New Orleans' stately homes and experience the city's lush beauty framed by a canopy of verdant oaks.

One of the first stops past the central business district is the city's legendary Garden District, which is bordered by these two main streets, St. Charles and Magazine, as well as Louisiana Avenue and Jackson Avenue Within this area are dozens of family dwellings far more epic in scale than those along the streetcar line.

The Camellia Grill is a New Orleans landmark located in the Riverbend area.

Covering a wide range of architectural and historical styles, the sheer beauty of the Garden District with its imposing 19th century homes provides one of the best outdoor history museums the United States has to offer, and there's no admission fee. Just bring a good pair of walking shoes. However, the more detail oriented visitor may want to sign up for one of the regular walking tours of the area given by the National Park Service. For more information on the tours, call (504)589-2636.

Situated at the heart of the Garden District is the flagship of New Orleans restaurants, Commander's Palace (1403 Washington Avenue), where Creole cuisine has reached its zenith under the stewardship of the local Brennan family. While Commander's is on the pricey side, its weekly jazz brunch is reasonable and worth every penny for the bread pudding souffle alone.

Garden District goers looking for more casual fare can drop in for a New Orleans specialty at Magazine PoBoy Shop (2368 Magazine) and great seafood specialties at Joey K's (3001 Magazine) or travel a little off the beaten path to Cafe Atchafalaya (901 Louisiana) where Creole meets catfish in a menu that combines the best of southeast Louisiana with other Deep South specialties like fried green tomatoes and the flakiest buttermilk biscuits around.

Also bordering the Garden District are several popular local spots includ-

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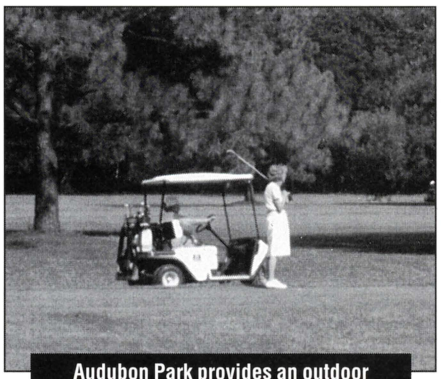
ing Semolina Pasta Bar (3242 Magazine), The Bulldog pub (3236 Magazine) serving hundreds of specialty beers and ales, the Balcony Bar and Cafe (1104 Harmony) where diners can look out onto Magazine Street as they enjoy a quick bite or have a drink, and Rue de la course coffee houses (1500 Magazine and 3128 Magazine) offering a wide array of coffee drinks and pastries.

TAKING THE RIVER ROUTE

Once a major shopping area, Magazine Street runs parallel to St. Charles, if anything can be classified as parallel in New Orleans, but takes a longer route away from downtown because of its close proximity to the river.

The two streets are geographically joined at the end of Magazine by Audubon Park, the site of the 1884 World's Fair, which is bookended at the other side by St. Charles.

While its heyday may have come and gone, Magazine is still dotted from one end to the other with antique shops and art and craft galleries. Some of the best are located on the downtown side of Napoleon Avenue and include Charbonnet & Charbonnet (2929 Magazine), Cole Pratt (3800 Magazine), Shadyside Pottery (3823 Magazine), Casey Willems Pottery (3919 Magazine), and Pieces (3927 Magazine).



Audubon Park provides an outdoor retreat that includes a challenging par-68 golf course.

While New Orleans has its fair share of gourmet restaurants, casual dining can be just as fun.

Just off Magazine on Napoleon is New Orleans' most respected music venue, Tipitina's, where the likes of famous locals such as Professor Longhair, the Neville Brothers, and the Radiators all got their start.

Farther up Magazine is a second area of note for newcomers, beginning where the street intersects Nashville Avenue. There are several nice coffee shops on that very block, including P.J.'s (5432 Magazine), as well as Beacoup Books (5414 Magazine) which offers a wealthy selection of local authors and books on the region.

This section of Magazine also boasts several women's dress boutiques, a health food store and restaurant, New Orleans' perennial Mexican restaurant Taqueria Corona (there is another location just a few blocks from the Convention Center), and Dos Jefes Uptown Cigar Shop (5700 Magazine) for the tobacco aficionado. Dos Jefes has also opened its own Cigar Bar just a few blocks away on Tchoupitoulas which features nightly musical entertainment and the finest hand rolled cigars.

For more information on Magazine Street shops, galleries, and restaurants look for a widely distributed brochure entitled "A Guide For Shopping Magazine Street" at your hotel.

TAKING THE TROLLEY RIDE

Following the streetcar along a similar axis will bring guests through the outskirts of the Garden District into the Touro Bouligny district, which plays host to many charming houses and a number of fine dining establishments.

For a picturesque Sunday brunch, reserve a table on the veranda of the Column's Hotel (3811 St. Charles), where Louis Malle's film "Pretty Baby" was made. While the Column's only serves food on Sundays, this huge Victorian home turned hotel also offers one of the most elegant bars in town for a pre- or post-dinner drink.

Just around the corner, several blocks off St. Charles, is a New Orleans institution, Pascal's Manale Restaurant (1838 Napoleon), where the term

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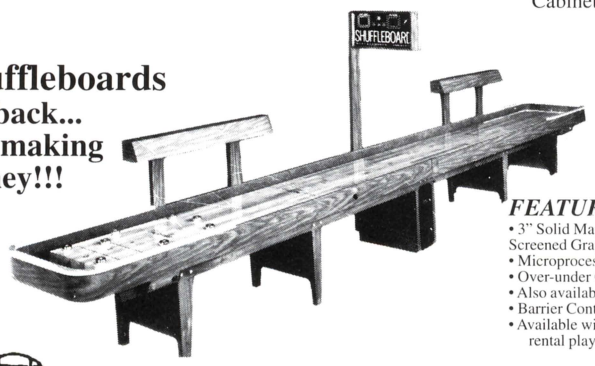

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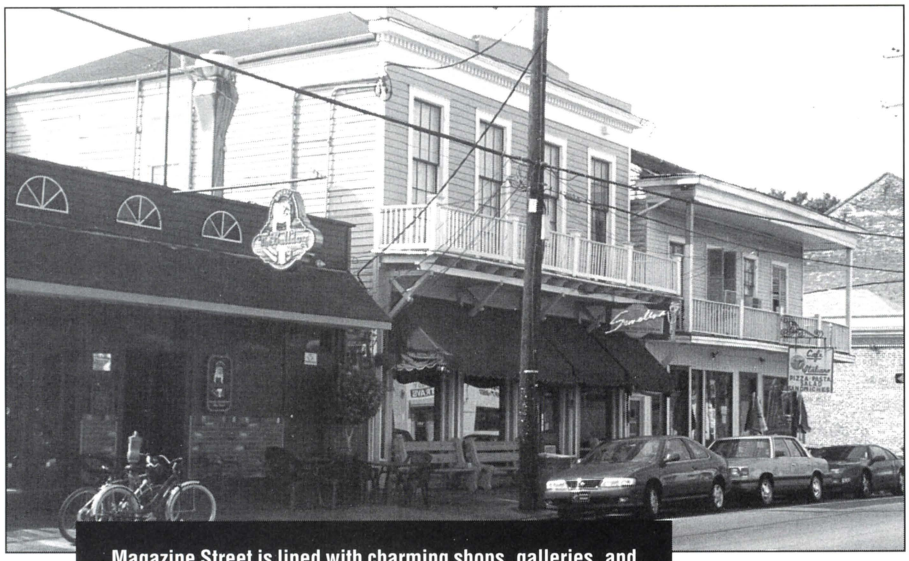

Magazine Street is lined with charming shops, galleries, and restaurants for visitors looking to avoid the French Quarter.

shucking and jiving is taken to a whole new level at the oyster bar. Pascal's offers a full menu of Italian fare and local seafood delicacies including its signature barbecue shrimp, which is actually served in a peppery butter sauce. Meat lovers can also check out Charlie's Steak House (4510 Dryades) just up the street, considered by many the best steaks in town.

After passing Napoleon, the streetcar winds through close to two dozen blocks of residential neighborhood, including many Southern-style Greek revival structures and several striking chalets built on a grand scale, as it makes its way to the University District.

Situated next door to one another, Loyola and Tulane Universities are located right on St. Charles across the street from Audubon Park, where students and locals alike jog, walk, bike, and rollerblade around a two-mile scenic track. Within the track sits a challenging par-68 golf course, and across Magazine on the far side of the park lies the Audubon Zoo and a large riverfront park and picnic area.

St. Charles ends just a few blocks past the park at the Riverbend when the streetcar takes a hard left onto Carrollton Avenue, which leads to the end of the line at Claiborne Avenue.

But the end of St. Charles is just the beginning of the attraction of the University District. Within a two-block zone are some of the most popular local spots in town ranging from Cooter Brown's Tavern (509 S. Carrollton), boasting the best cheese fries in town, to Brigtsen's (723 Dante), the city's most acclaimed French restaurant. In between, are Madigan's Bar and Grill (800 S. Carrolloton), the Dante Street Deli (736 Dante), O'Henry's (634 S. Carrollton), the Louisiana Pizza Kitchen (615 S. Carrollton) with its wood-fired personal pizzas, and La Madeleine (601 S. Carrollton) French Bakery and Cafe.

"Both Magazine Street and St. Charles Avenue are easily accessible for downtown hotel guests either by taxi or the historic streetcar line."

However, the first stop for newcomers to the Riverbend should be the Camellia Grill (626 S. Carrollton), the mother of all diners in the New Orleans metro area. Patrons sit on old-fashioned stainless-steel stools and munch on some of the best lunch counter fare served by white-coated waiters who present straws in the same manner they might Dom Perignon corks.

Just around the corner from the Riverbend is the sedate Maple Street area, offering good food at Figaro's pizzeria and Italian eatery (7900 Maple) and Jamila's (7808 Maple) Tunisian restaurant, tasty alcohol-laced Jello shots at Phillips (733 Cherokee), a true manly atmosphere at Bruno's Bar (7601 Maple), and the best reading material in town at the Maple Street Bookshop (7523 Maple).

For more information, contact the Tourism Office, (504)568-5661. ▲

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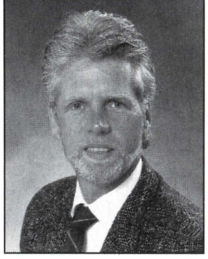
REDEMPTION REPORT



Q: Are we catering to women/mothers in our FECs?

STEVE MCCAUL

A: No! The family entertainment center business would profit greatly if it considered the women who frequent its establishments.

Let's face it—it's usually Mom who makes the arrangements for Johnny or Susie's birthday party and all the accompanying planned activities. I don't want to get into a male/female conflict, but if you keep an open mind and look at this issue closely it is an area where you can improve your bottom line. At the same time you keep the women interacting with their children and enjoying themselves.

Women gravitate to Dynamo's *Solitaire Challenge* at the Fun Arcade in Marrero, La.

I have experienced all too often that Mom drives the children to the kids' favorite FEC, drops them off for a party, then returns two hours later to pick them up. The mothers seldom spend a lot of time at the FEC, and they need a little coaxing to enter a game area.

One reason women feel intimidated is that our industry has not catered to the female customer. It has tried and failed because the games really haven't been female-friendly.

Woo the ladies

The last time we had women playing in large numbers was during the era of *Pac-Man* and *Ms. Pac-Man.* With redemption games, we can get women players back and they will enjoy themselves right along with their children and other members of their families. If we concentrate on what women like to play, and have products in our display counter that are appealing to them, we will capture their interest.

When trying to target a particular market, game placement is very important. Card games, which have been around for years, are a popular choice for women when put in the proper location. I have found that when the games are placed near the front of the room or near where women can enjoy a cup of coffee or a slice of birthday cake, the game is seen at a glance and doesn't appear overwhelming.

Not only women, but everyone experiences card games at a very young age (Go Fish, War, Poker, etc.). Card games are easy to understand and are lot of fun to play. Some examples of successful card-themed games are *The Dealer* by Coin Concepts and *Pop-A-Ball* by Coastal. The countertops offered by several companies not only feature card games but also puzzle games that this market can enjoy.

Another way to please a female customer at your FEC is to make her feel important when she enters your location. There are many ways to accomplish this through promotions. For example, "Hey kids, bring Mom to your favorite FEC and we will give her free bonus tokens, coffee/soda/pizza."

As I stated earlier, Mom schedules most of the activities for the kids and therefore controls the spending. If you can make her feel special, and she enjoys herself while she visits your location, it's only natural that she will return for future visits and recommend it to her friends.

Be creative

Or you can opt for the direct approach: demonstrate a game! This is one way to spark interest. If you see a group of wom-

***The Dealer* by Coin Concepts is popular with women.**

***Pop-A-Ball* by Coastal is another female-friendly game.**

Steve McCaul is a consultant and redemption specialist with his own company, Global Coin Equipment Exchange, in Kingston, Mass., (617)585-8600; fax (617)585-8399. He can also be reached on the Internet (global@pcix.com).

en, whether it's a bowling league or mothers waiting for a birthday party to end, have an employee demonstrate one of the female-friendly games to the group and watch what happens.

I've had personal experience with a women's bowling league while I was visiting an FEC. One woman looked into the game room and stated, "I never play those games." My response was, "Let me show you a game that I know you will like." I took her over to *The Dealer* and demonstrated it. She sat down and tried it out.

The next thing I knew, she was calling her friends over to show them! I have since checked back with the location and was told that every week after this group bowls the women in the league enter the game room and enjoy playing their favorite games and saving tickets for special items in the redemption case. This is only one example of the direct approach, but I've seen it duplicated many times over with similar results.

With a little effort and the correct mix and placement of games, not to mention some creativity, you can increase your revenue over time and you will see profitable results.

Thanks, Mom! ▲

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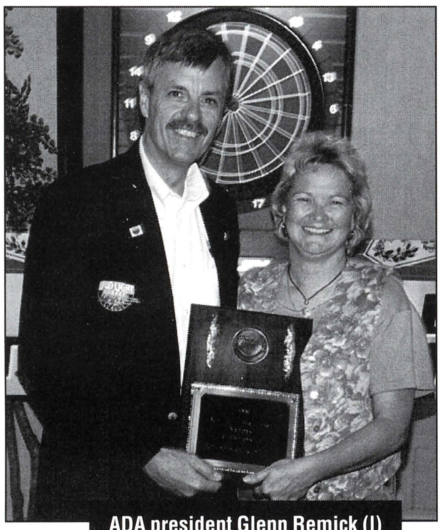
ADA members meet to compete in St. Louis



ADA president Glenn Remick (l) with the winner of the Women's Soft Tip competition Emily Hurst.

American Dart Association members from around the country met in St. Louis recently to compete in the 5th Annual Bud Light Dart League National Championship.

With over $45,000 in cash and prizes, this amateur competition is the largest of its kind in the United States. Qualified league members competed in team, doubles, and singles categories.

The Bud Light league format includes both soft and steel tipped dart play and electronically tracks all darts thrown in both categories.

This year's event saw players competing on 46 Valley *Cougar* and *IQ* machines in the soft tip division. "Our members play on various machines throughout the year and they were very pleased with the Valley *HB* and *IQ* machines," reported ADA president Glenn Remick. "We look forward to working with Valley Recreation as the official dart machine manufacturer for the 1997 Bud Light Dart League Championship Series."

In addition to the competition, this championship played host to Gary Low, a sports psychologist from Corpus Christi, Texas, who provided two free clinics to ADA members on how to improve their game through a series of mental exercises.

Other events included a tour of the Anheuser-Busch brewery and the world famous St. Louis arch, as well as excursions on local riverboat casinos. World professional Dave Kelly flew in from England and challenged ADA members for prizes as well.

"The St. Louis business community came out in full support of this national championship," added Remick. "Mayor Freeman Bosley welcomed our members and Bing Divine, vice president of the St. Louis Sports Commission and past president of both the St. Louis Cardinals and New York Mets, provided opening remarks."

AMOA National Dart Association executive director Mike Smythe attended both the ADA National Franchise Convention and the National Championship, and the two organizations are reportedly discussing ways to further enhance the sport of darts by jointly developing a standard through points per dart average.

For more information, contact Remick, (314)625-8621; fax (314)625-2975; e-mail (adadarts@inlink.com). ▲

Remick met with AMOA National Dart Association executive director Mike Smythe.

Winners of the team competition with Remick, (l-r): Scott Pflani, Bob Syler, Jack Carpenter, and league operator Rob Guzzo (back row); team captain Michael Crivellone and Jim Houchins (front row).

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TECHNICAL TOPICS

Video game monitors and resolution

A Play Meter Monthly Exclusive

RANDY FROMM

About once a month, I get a call for technical help on a monitor. It goes something like this: "Hey Randy, I just changed the monitor in this game but I can't get it to display a good picture. It looks like I have two or three pictures side by side but they're all jagged and mixed-up. It kind of looks like the horizontal hold is out but no matter how I adjust it, I can't get the picture to look right."

Invariably, it turns out to be a monitor that has been sitting on the shelf somewhere in the shop and grabbed as an in-the-field replacement or for installation in a cabinet as a new conversion. When powered-up with the 120 volts AC, the monitor displays perfect raster (just a white screen without a picture), but when the video and the sync inputs are connected, the picture looks like Monday morning after a weekend on Bourbon Street.

Sound familiar? Perhaps you have already discovered (the hard way) that some monitors are unusual; they march to the beat of a different drummer called medium resolution.

Monitor resolution

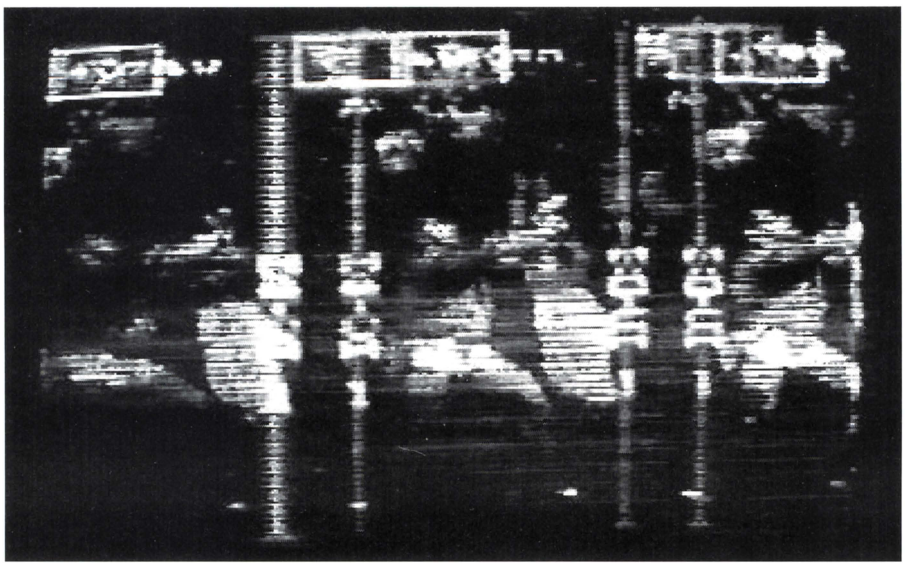
The vast majority of video games utilize what is known as standard resolution monitors. Standard resolution monitors conform closely to the NTSC television standard. NTSC stands for the National Television System Committee, the organization which created the standard format adopted by the FCC for broadcast television in the United States. NTSC is also the standard used in Japan, Canada, and Mexico.

Since the first video games actually used modified consumer television sets, it is natural that the NTSC standard was adopted as a defacto standard for our industry. A normal, NTSC television picture is made of 525 horizontal lines. You don't actually see all 525 lines on the screen. Some of the lines occur during what is known as the vertical retrace, the time period during which the scanning electron beams make their way from the bottom of the picture tube back up to the top. During the vertical retrace time, the beams are turned off by the monitor's blanking circuit and you lose approximately 22 lines.

In fact, NTSC's standard resolution really displays only 240 lines at a time! In your normal television at home, the number of lines you see on the screen is doubled by a technique known as interlaced raster. The monitor first displays a "field" of 262.5 lines, followed by a second field of 262.5 lines. The lines of the second field are placed in between the lines of the first field. It takes almost exactly 1/60 of a second for the scanning beam to paint one field on the screen, so the vertical scan frequency is 60 cycles per second or 60 Hertz. (For you purists out there, the vertical frequency is actually 59.93 Hz)

The two fields are broadcast successively to create one "frame" of video. The "frame rate" of NTSC is 30 per second. Even though the picture is made of 525 lines (of which only 480 are visible due to the vertical retrace and blanking), standard NTSC has a resolution of just 240 lines. That is to say, the monitor actually displays just 240 lines at a time on the screen; that's one complete field of video.

Since the horizontal deflection circuit of the monitor must create 262.5 lines during the time that the vertical deflection circuit creates a single field, the horizontal deflection circuit must be working 262.5 times faster. The frequency of the horizontal deflection circuit is 15,734 Hertz. If you can hear the high-pitched squeal that a monitor makes when it's on, you're listening to the horizontal frequency.



A fun technical thing to do

Try adjusting the vertical hold (a.k.a. vertical frequency) control on your home television, if it has one, that

is. (Most modern consumer television sets do not have the vertical hold control accessible to the consumer. You may have to take the back off the set to access it.)

Adjust it just enough to roll the picture half-way down the screen. What is normally the top half of the picture will now start in the middle of the screen and extend to the bottom. Conversely, the bottom is displayed at the top of the screen. The horizontal black bar that you see in the middle of the screen is the blanking period. You may have to turn up the brightness or screen control a bit to see it. These are the 22 "lost lines" that you cannot see during normal operation. If you hold the picture still enough with the vertical hold control, you may even be able to count them. You may even see some flashing bits of white in this region. This is where color correction and test signals are transmitted. Closed-captioning for the hearing impaired is also transmitted during this period.

But guess what folks! Most video games don't even use interlaced raster. Just about every video game uses only 240 lines or thereabouts. Although the monitors are fully capable of producing an interlaced display, most video game computers simply do not put out an interlaced signal. This produces a display that's perfectly OK for most uses but is clearly deficient when it comes to large screen displays. If you look at the picture on a projection screen game, you can clearly see the individual lines in the picture.

Increasing the resolution

The more lines you can display on the screen during each field, the greater the resolution of the monitor. There are two ways to do this. One is to lower the vertical scan rate of the monitor. A slower vertical scan gives the horizontal deflection circuit extra time to create additional lines as the electron beams sweep from the top to the bottom of the screen. Unfortunately, you cannot drop the vertical scan rate below 50 Hz without creating a noticeable (and really annoying) flicker.

The other way to increase resolution is to speed up the horizontal sweep speed. A faster horizontal circuit can create more lines per field. Sometimes, a combination of the two is used. Atari's "extended resolution" standard adds lines by lowering the vertical scan rate from 60 to 53 hertz. The extra two milliseconds created by this slower vertical sweep may not seem like much, but combined with a slightly faster horizontal frequency of 16.5 Khz, it allows a more-or-less standard NTSC type monitor to display an additional 48 lines, raising the resolution from the NTSC standard of 240 lines to an extended resolution of 288 lines. In this system, the blanking and vertical retrace gobbles up 24 lines instead of 22.

But now we have another thing to consider. Since the monitor can now display more video information, the video amplifiers that drive the electron guns in the picture tube have to respond faster as well. A monitor's ability to respond to rapidly changing

A Wico update

"The reports of my death have been greatly exaggerated"
—-Mark Twain

Mark Twain was touring Europe when American newspapers mistakenly published his obituary. Industry parts giant WICO was still in the process of reorganization when my column on replacement parts suppliers appeared in the September issue of Play Meter Magazine.

Both were premature. Following publication of the article, Play Meter received a call from the folks at WICO to let us know that they were restructuring the Illinois-based corporation and had every intention of continuing to supply the coin-op amusement industry as they have since 1940. At press time, the details were unclear but I wish them all the luck in the world and "mia culpa" if I have been responsible for disseminating any misinformation. Hey! Maybe I should be in politics!

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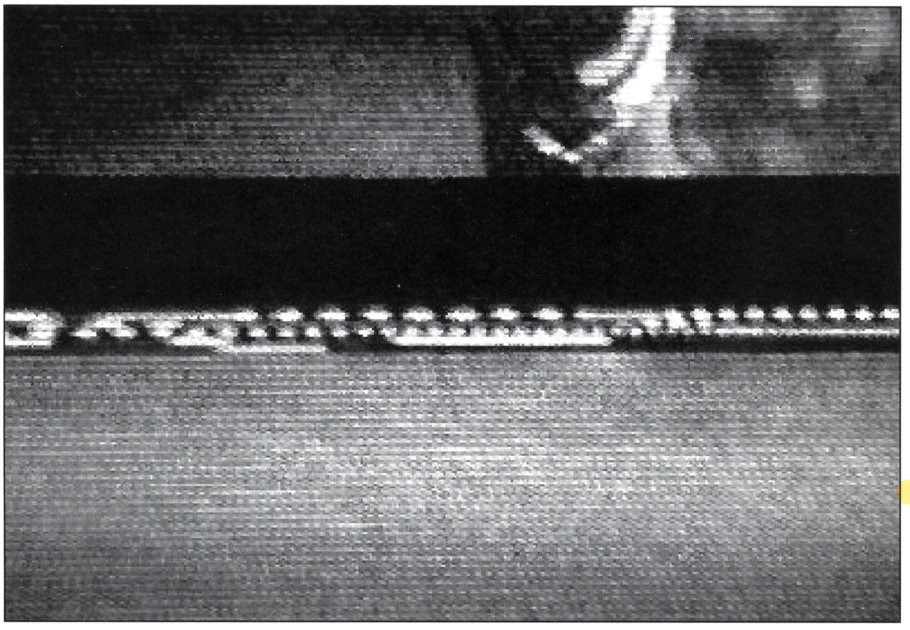


video input signals is known as the video bandwidth. NTSC standard bandwidth for broadcast television is around six Megahertz. (In truth, this includes the audio portion of the program as well. The actual, usable video bandwidth is around four Mhz.)

In simplified terms, that means that the video amplifier circuits must respond fast enough to switch on and off at least four million times per second. To deliver the best picture possible, the monitor should be capable of responding a bit faster than the maximum high-frequency output (called the dot clock) of the video signal that's driving it. The dot clock for Atari's extended resolution bandwidth is around 10.6 Mhz.

The higher the bandwidth, the better the picture will look. It wouldn't do much good to generate a higher resolution display if the video amplifiers couldn't keep up with the faster scan rates. Monitors with poor video bandwidth will exhibit smeared and indistinct images. This can be easily confused with a focus problem. A monitor with poor bandwidth displays images that are indistinct; they're not at all sharp and crisp in appearance. Images will often appear smeared to the right (in the direction of travel of the electron beams).

The next step up in resolution is a medium resolution standard. Atari's medium resolution standard uses a horizontal scan frequency of 25 Khz and a vertical scan rate of 60 Hz to generate a 416 line screen. Vertical retrace and blanking gobble up 32 lines, leaving a display of 384 lines.

The dot clock shoots up to 16 Mhz. That's a 62.5 percent increase in resolution over the NTSC standard. You can kind of think of this as putting on a pair of corrective eyeglasses that enable you to see 62.5 percent more clearly. This is the standard used in games like Paperboy, APB, Super Sprint, Championship Sprint, Hard Drivin', Race Drivin' and Steel Talons.

These 25 Khz monitors were made by Wells-Gardner and Nanao. The aforementioned confusion comes from the fact that the medium resolution Wells-Gardner monitors are simply modified versions of their standard resolution counterparts. The modifications are, for the most part, changes in component values and specifications. These subtle changes are all but invisible unless you know what to look for. For example, The 19-inch, K4900 standard resolution monitor uses a retrace tuning capacitor (C363) with a value of 8700 picofarads and a yoke coupling capacitor (C365) of .15 mf.

In the medium resolution version, C363 is just 4300 picofarads (reflecting the higher operating frequency of the horizontal deflection circuit) and C365 doubles to .33 mf. The yoke is also different in the two monitors. Suffice it to say that if your picture looks like the one shown in the illustration, you probably have a medium resolution monitor being driven by a conventional video game. As far as I know, it isn't practical to convert a medium resolution monitor to accept standard resolution signals or vice-versa.

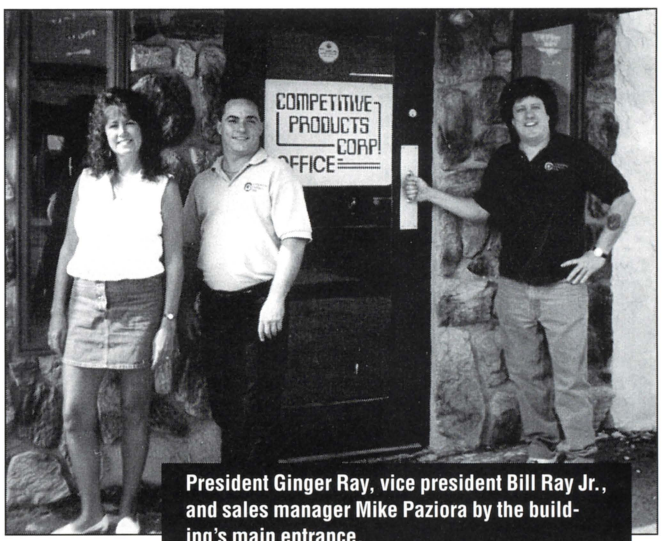
Computer users are used to working with even higher resolutions. The bandwidth of a VGA display monitor is around 25 Mhz. There's even a standard with a bandwidth of 44 Mhz! At this speed, even the size of the phosphor stripes themselves and the spacing between them (called the dot pitch) becomes an important factor in determining the maximum resolution of the monitor. Horizontal scanning frequencies of over 100 Khz are popping up on workstation monitors all over the world!

The video gaming industry already looks to higher resolution monitors to provide crisper, more detailed displays for video poker and video lottery machines. As video game technology progresses along with computers, we are sure to see more of these high resolution monitors showing up in locations, worldwide.

Don't forget that a wealth of technical information is available on-line at the Amusement Industry Megasite, (http://198.70.210.46/aim). Also, the service department at Sega of America has a great new web server up and running (http://sgwservice.com). There are on-line manuals and parts lists as well as exploded diagrams of Sega sub-assemblies. There's even a database that will tell you what type of monitor is used in each of their video games. A tip o' the hat to Darl Davidson and crew for their good work. That's all for now. See you at the Arcade School!

Competitive Products tells its story

Ginger Ray at her desk waiting for orders!



President Ginger Ray, vice president Bill Ray Jr., and sales manager Mike Paziora by the building's main entrance.

"If omission is a sin," said Randy, "I guess I'm guilty of that as well. Although I have technically covered my bases with the line, 'There are other parts suppliers as well,' I failed to make mention of nationwide parts supplier Competitive Products Corp. Shortly after the September issue hit the street, I received a telephone call from Competitive's marketing manager Bill Ray Jr. He was wondering why I had omitted Competitive Products from the article and went on to tell me the story of Competitive Products and his father, Bill Ray, Sr. He also faxed me dozens of pages culled from their latest parts catalog. Damned near burned-up my fax machine!

"I assured him that the omission of Competitive Products was not intentional and that I would make it up to him by telling the Competitive Products story (if you're keeping score, that makes six Competitive Products "mentions" so far. OK, Bill?) in a future Play Meter column. Here then is the tale, steeped in ancient lore and wonder, of Competitive Products Corp. as told to Play Meter by Ginger Ray."

In The Beginning...

"Competitive Products Corp. is currently in its eighth year, supplying replacement parts and supplies to the amusement industry," owner Ginger Ray says. "We are actually a second generation supplier in that my father, Bill Ray Sr., had owned Penn-Ray Sutra Corp. My brother Bill Jr. and I had worked there for 16 years before it was sold to WICO Corp. in 1988. At that time, WICO had verbally agreed with our father to retain us in our current positions but three days after the sale we were let go."

Ginger continued, "I decided to start my own parts company so I borrowed $45,000 on my home which allowed me to lease the 15,000-square-foot building we are still occupying in Tullytown, Penn. I ordered power supplies, pushbuttons, and joysticks from Taiwan and called my old vendors from Penn-Ray Sutra to order the popular selling items at that time. They were all very helpful to me. We officially started shipping orders in January 1989. We still have a copy of that first order from Active Amusement in Philadelphia hanging in our office.

"Bill Jr. implemented our sales department and began working on our first sales brochure. He still does our advertising and now handles all the purchasing as well. We employed another Penn-Ray ex-employee, Mike Paziora, to set-up and run our warehouse. Mike stayed in that position until three years ago when he moved into sales. He is now our southern and Midwestern sales representative. He is instrumental in other company tasks as well. I have always handled all the financial aspects of the company.

"Our first year, we carried about 200 inventory items and sales were $750,000. Since my father had signed a non-compete contract with WICO, he officially retired from the industry. Bill Jr., Mike, and I are thankful we learned from the best. Sales have increased steadily and 1996 is proving to be our best year ever with sales expected to be $2 million.

"We now carry over 1,000 inventory items, including power supplies, bill validators, rubber rings, dart supplies, electronic components, and more."

(Author's note: Ginger actually waxed verbose here and named dozens of different products. While that might make good advertising, it makes lousy storytelling. For the sake of brevity, I have truncated the list. My advice? Get the catalog!)

Ginger added, "Bill Jr. is currently working on our new, 1997 full-line catalog which we hope will be available in the spring. We are very proud of the fact that 95 percent of all orders are shipped the same day with a minimum of back orders. Our customer service is first-class due to a great group of eight people that we think are the best at what they do. My father comes in every day now (since his non-compete agreement has expired) and he enjoys keeping us informed on changes in the industry. He is happy we are still making an impact on the industry that has been a part of his life for over 45 years."

For further information, contact: Competitive Products Corp., River Road, Bldg. 5, Tullytown, PA 19007; (215)547-7520; (800)562-7283; fax (215)547-7577. ▲

Grease for no squeaks

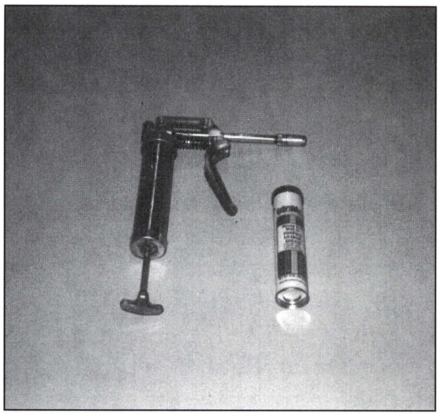
VIC FORTENBACH

One thing that is commonly forgotten when servicing coin operated simulator style games (with projection televisions) and kiddie ride style games, is the fact that there are moving parts contained within these games.

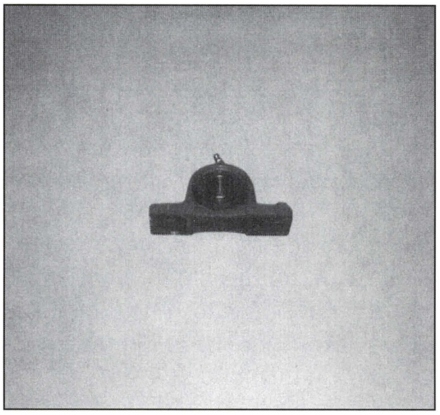
Most of the moving parts rotate or slide against the inside of a metal block. This block is called a bearing. The bearing is best described as a device that supports, guides, and reduces friction between fixed and moving parts. Bearings come in all shapes and sizes. Some bearings are plastic, which require no lubrication. Other bearings, which are metal but have been "impregnated" with special grease, also need no lubrication. Gas pedals, steering, and shift assemblies from Happ Controls are lubricated at the factory during assembly, so the most common parts (made by Happ Controls) of a driving game do not require any lubrication.

But the most common style of bearing used in games does require lubrication. Refer to the game manual to see if the game uses these special bearings. If the standard bearings that are used commonly in games are left without lubrication for a period of time the bearing will freeze or lock up and just refuse to slide or turn. Since the part will still try to turn, it will destroy the bearing and possibly other parts in the game.

This is not a good thing because replacing a bearing is unpleasant. Most of the time the bearings come greased from the factory, but don't count on it. We took delivery of three kiddie rides last year, and two of them had bearings with no grease! Good thing I grease all the kiddie rides upon arrival.



Grease guns are available in kit forms at most discount stores.



The Alpine Racer bearing has a zerk at the top.

Anything that moves on a game has a bearing. For instance, some games have small motors to vibrate a gun and produce the effect of shooting a real gun. These bearings are contained within the motor itself, and do not require lubrication. The bigger the part, the larger the bearing.

One example of a game with bearings that need to be lubricated is *Alpine Racer* from Namco. On the *Alpine Racer* skiing simulator, the main part of the game is the "ski" on which the player stands to ride down the projected slopes of a ski run. The step or ski has two bearings contained within the front center portion of the game. You need to lubricate the bearing based on the amount of use.

A good plan is to lubricate bearings on a 12-month schedule. Some instruction manuals shipped with games do not specify when to lubricate the bearings, but do not assume the bearings don't need lubricating. The *Gunblade NY* game from Sega has a total of eight places that need to be lubricated on a quarterly (every three months) schedule.

However, none of these are standard bearings. Four areas are in the slider part of the gun, which moves back and forth to simulate a gun firing. Another four areas are the gun position potentiometers, two places for horizontal and two places for the vertical since there are two guns per game. Do not grease the pots themselves or allow grease to get into the pots. This may cause a bigger problem than just the wearing of the metal position gears.

This same configuration, metal gear against metal gear, is used on every Sega game with gas and brake pedals. Some driving games have a metal pot gear and a plastic gear meshing with each other. Because there is no metal against metal you do not need to lubricate this configuration. All driving games with all metal gearing on the gas and brake pedals should be touched with a small dab of grease each year.

Here's a good rule of thumb: If a game has a moving part that is metal against metal, you should apply

grease. But too much grease is also a problem. Just because the gear or bearing you need to grease is somewhere deep inside the game cabinet, and really hard to get to, does not mean you should gob the grease on it. Greasing the part too much can attract dirt and other debris which could get into the gears and cause premature wearing.

"In the case of the potentiometer, the grease just has to lightly cover the metal gears."

Because the game may have to be disassembled to gain access to the bearing, you should grease the games before the game center opens or after it closes. To grease a bearing you do not simply squirt grease into the bearing. First you need the use correct type of grease, a heavy automotive type, to lubricate the bearings of a game. Use a light duty lithium grease.

Some game manufacturers recommend a spray grease, but I find this type of grease too thin to lubricate and keep lubricating for a year at a time. Do not use WD-40 to lubricate the games. While WD-40 is very convenient, it is way too thin to do a sufficient job of lubricating. The same theory goes for three-in-one oil; it is also too thin to work over a period of time.

The lithium grease comes in two colors, white and black, although the white grease is more of a light beige color. I use the white lithium grease since it's easier to see if you have lubricated the part and not the floor or the inside of the game. You can purchase the grease and a grease gun in kit form. Target or K-Mart are both places that stock the grease gun kit; you can find it in the automotive section of each store. The grease gun kit comes with a grease gun, two tubes of grease, and a nozzle or spout. The type of gun you get should have a flexible hose and standard end to fit the standard "zerk" on a bearing.

So what the heck is a zerk ? A zerk is the bearing grease filler, a little "nipple" sticking up and out from the bearing with a small ball at the end. You force grease into the bearing through this nipple. With the grease gun in hand, you simply position its nozzle over and onto the bearing zerk. Push to make sure the nozzle of the grease gun is seated on the zerk. If the nozzle is not pushed on the zerk, grease will squirt out of the edges and go everywhere but inside the bearing. If you can see the bearing, watch it while you squeeze the grease gun handle. You will start to see the grease ooze from the center edge of the bearing.

One squeeze of the grease gun handle is usually enough for the bearing. In the case of the potentiometer, the grease just has to lightly cover the metal gears. It's not that hard to grease all your games on a regularly scheduled basis. In fact, doing so will save you frustration and game down time in the long run! ▲

If you have any questions, I can be reached by e-mail at (TICKETVIC@AOL.COM) or at Vicco Electronics (619)322-4000.

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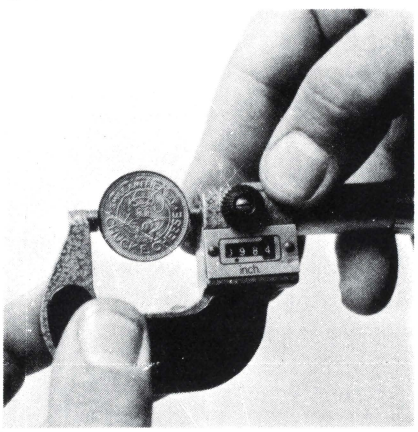

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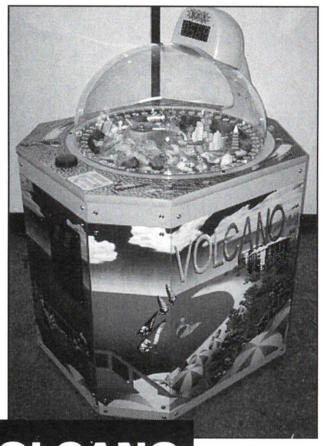


VOLCANO

Coin Concepts presents its newest product for the amusement game market, *Volcano*, in which simple competitive elements challenge player skills. The object of *Volcano* is for players to eject a steel ball which arises from a volcano, timing the release to roll down to the selected target area when the highest ticket awarding light bulb is lit.

The game requires a watchful eye as the lights chase each other rapidly around the perimeter of a tropical island; timing is crucial when ejecting the ball from the volcano. A bonus accumulates for each coin inserted and, if the bonus light is lit when the ball slides into that target area, the game awards players whatever is displayed in the overhead bonus sign. This feature is operator-adjustable.

Featured in a bright yellow cabinet and decorated in a tropical motif, the game is truly evocative of an island setting. What really catches the eye of the player is the 3-D island scene flashing in the middle of the game. Game dimensions are 46" high x 28" wide x 32" deep.

For more information, or distributor referral, contact Coin Concepts, 19 Washington Ave., East Brunswick, NJ 08816; (908)390-9009 or (800)462-2646; fax (908)390-3373.

GARFIELD KIDDIE RIDE

Jolly Roger Amusement Rides, the Lincolnshire, England,-based kiddie ride manufacturer, is proud to announce that the company has been granted a license to sell its popular *Garfield* kiddie ride in the United States. The model will be distributed through Theisen Vending Co.

Other models licensed for the United States include *Pink Panther, My Little Pony, Woody Woodpecker*, and *Lowly Worm and his Apple Cart* from "The Busy World of Richard Scary." The company launched another Richard Scary ride last month at AMOA '96 in Dallas, the *Bananas Gorilla Banana Car.*

Jolly Roger is also working on an additional new model, primarily for the United States, which is its largest export market.

For more information, contact Theisen Vending, 3800 Nicollet Ave S., Minneapolis, MN 55409; (612)827-5588 or (800)633-3436; fax (612)827-7543.

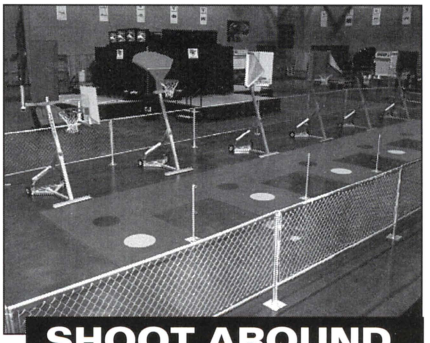
BIG HAUL

Benchmark Entertainment announces the release of *Big Haul*, a one- or two-player game requiring the skill of a roll down with the feel of a coin pusher.

The object of the game is to time the release of the coin so the dump truck on the playfield unleashes its load of loot. Hitting the dump lever will result in big payoffs.

Featured in a black and yellow cabinet, *Big Haul*'s playfield can be seen from the top, front, or side of the game. An electronic marquee is also available for two games set side by side.

For more information, or distributor referral, contact Benchmark Entertainment, 2071 N. Dixie Hwy., Pompano, FL 33060; (954)781-8080; fax (954)781-7900.



SHOOT AROUND, JUNIOR CLASSIC

The Bankshot Organization debuts the newest portable systems to join its line up: the *Portable Shoot Around* and the *Portable Junior Classic*. Both were featured at last month's Fun Expo.

The *Shoot Around* system is a nine-station course and requires between 700 and 900 square feet for assembly, half the size of an 18-hole miniature golf course. Stations range in difficulty from simple to diabolically maddening.

Requiring 1,000 to 1,400 square feet, the *Junior Classic* consists of 12 stations. The first one was used by NBA Entertainment at the NBA All Star Game in San Antonio.

Both systems are currently available. Both include fold-down aluminum stands on wheels making assembly and transportation easy. A Bankshot course consists of a series of stations, each with a uniquely shaped Bankboard that requires a different bank shot to score.

For more information, or distributor referral, contact the Bankshot Organization, 90 W. Montgomery Ave., Rockville, MD 20850; (301)309-0140 or (800)933-0140; fax (301)309-0263.

SAFARI JUNGLE JEEP

Carousel presents its new two-seater, *Safari Jungle Jeep*, featuring realistic black and white zebra striping, a bold yellow seat, and an adorable monkey perched on top of the cage.

There is also a giraffe and several other friendly animals on the cage at the rear of the ride. Ten different animal sounds, two steering wheels, L.E.D. chaser lights on the interior dash display, flashing headlights and taillights, and a digital audio chip complete the package.

Other features include double coin entries, a digital timer, and adjustable coin settings that can accommodate anywhere from one to 63 coins.

For more information, or distributor referral, contact Carousel Intl., P.O. Box 307, Eldon, MO 65026; (314)392-7122 or (800)325-3353; fax (314)392-7125.

SEIDEL PROGRAMMABLE HEADER

Seidel introduces its new programmable header for *Smokin' Token* and *Goin' Rollin'* as a high profile addition to these already popular games.

The graphics from inside are now visibly displayed as a header on top of the games. The moving programmable sign can be used to customize an operator's message as it draws attention to the games.

For more information, or distributor referral, contact Seidel Amusement Machine Co., 8436 Washington Place N.E., Albuquerque, NM 87113; (505)821-6878; fax (505)821-6876.

LIFTGATE COVER

Eagle Lift, maker of hydraulic lifts for light- and medium-duty trucks, introduces an exclusive state-of-the-art ABS cover for its cable pickup liftgates.

The new ABS KORAD-coated material will not rust or dent and is designed to absorb light impact without being damaged. The coating protects the material from UV rays and comes in a standard black matte finish with an attractive Eagle embossment.

With proper preparation, the cover can be painted any color. In addition, it can be easily removed and replaced at a relatively low cost. The durable ABS design replaces the corrugated steel outer skin of the liftgate platform.

For more information, contact Eagle Lift, 2401 W. Broadway, Council Bluffs, IA 51501; (712)322-1111 or (800)872-4283; fax (712)328-8383.

DOLLAR BILL INTERFACE KITS

Capital Vending is now offering affordably priced and easy-to-install dollar bill interface kits, the newest of which is designed for older snack vendors that use the Coinco multiprice controller and four-price changer.

The kits can be used with 24 or 120 volt changers. A Coinco S-75B changer can also be used with this kit as a low cost method of adding a validator to a vendor.

They are simple to install because the interface feature is done entirely by the Ardac USA3 validator; a remote board is not necessary. The vendor's existing changer is used. All that must be done is the installation of a wiring harness. Instructions on how to install the harness are included.

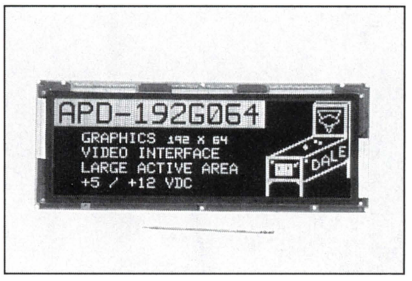
Additionally, the kit can be used in cigarette machines that use electric coin accumulators. This includes many machines with after market conversions that replaced the ACMR.

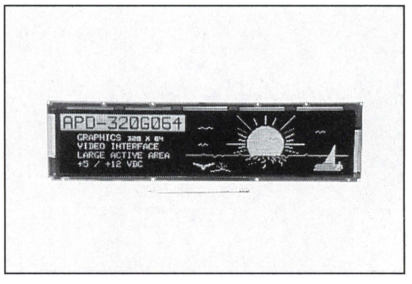
Because the kit works with older vendors that may not have been designed with space for a validator a side mounting cabinet is available as an option.

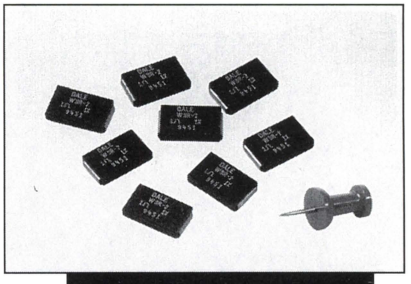
For more information, contact Capital Vending, 13581 Virginia Manor Road, Laurel, MD 20707-6515; (301)419-3189 or (800)814-7756; fax (301)419-3661.

THREE FROM DALE ELECTRONICS

Dale Electronics presents three new products including a high visibility full field plasma display module, a two-watt power metal strip registor for current sensing application, and a high visibility plasma panel display module with integrated DC converter.







The first display module, the APD-192G064-1, enhances the creative possibilities for message display. The viewing area of this full matrix module is 15.33" wide x 5.09" high. It is made up of 192 columns and 64 rows. Contributing to the readability are characters measuring .48" wide x .63" high. In addition to its viewing advantages, the module comes complete with drive electronics, TTl level video interface, and DC/DC converter for quick, easy installation.

The WSR-2 is a new molded two-watt resistor which combines low values (down to .005 ohm) with high accuracy and low inductance for use in a wide range of current sensing, voltage division, and pulse applications.

Lastly, the new APD-320G064 plasma panel display module from Dale comes complete with drive electronics, TTL level data interface, and integrated DC converter. This full dot matrix display is made up of 320 columns and 64 rows and measures 20.45" wide x 4.19 " high. A built-in DC to DC converter generates the necessary panel voltage, and the panel features a high contrast viewing angle of 150 degrees minimum and long distance readability.

For more information, contact Dale Electronics, 2064 12th Ave., P.O. Box 609, Columbus, NE 68602-0609; (402)563-6417; fax (402)563-6252. ▲

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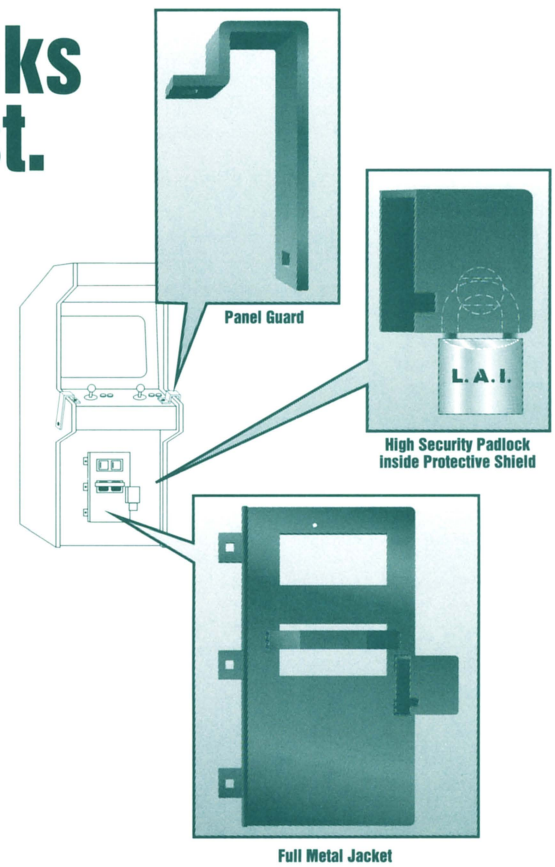

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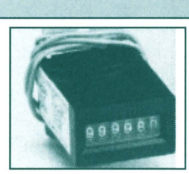

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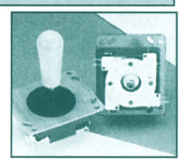

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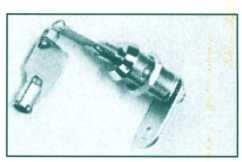

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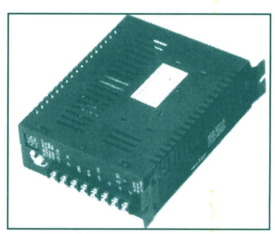

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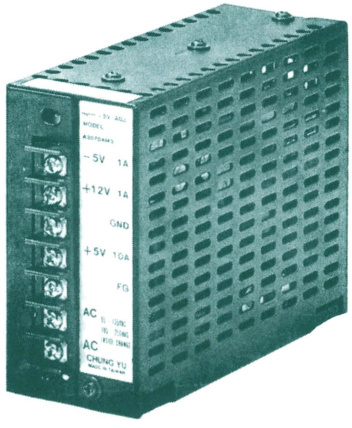

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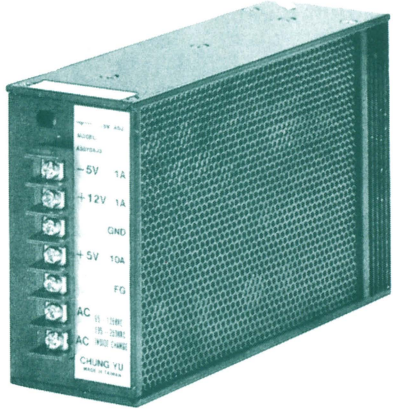

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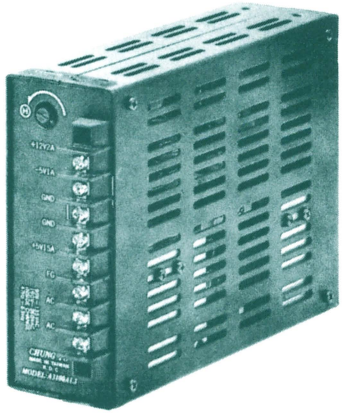
15A

18A



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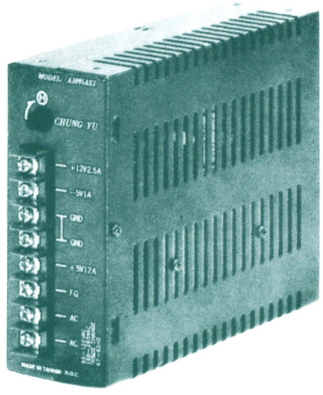
15A



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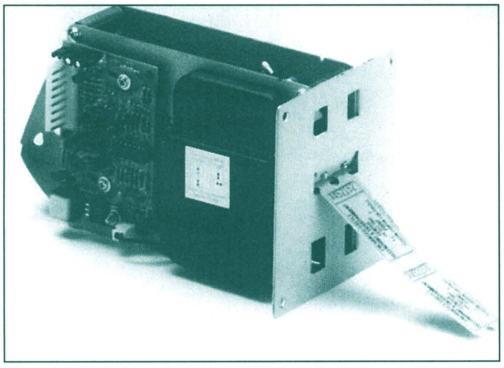

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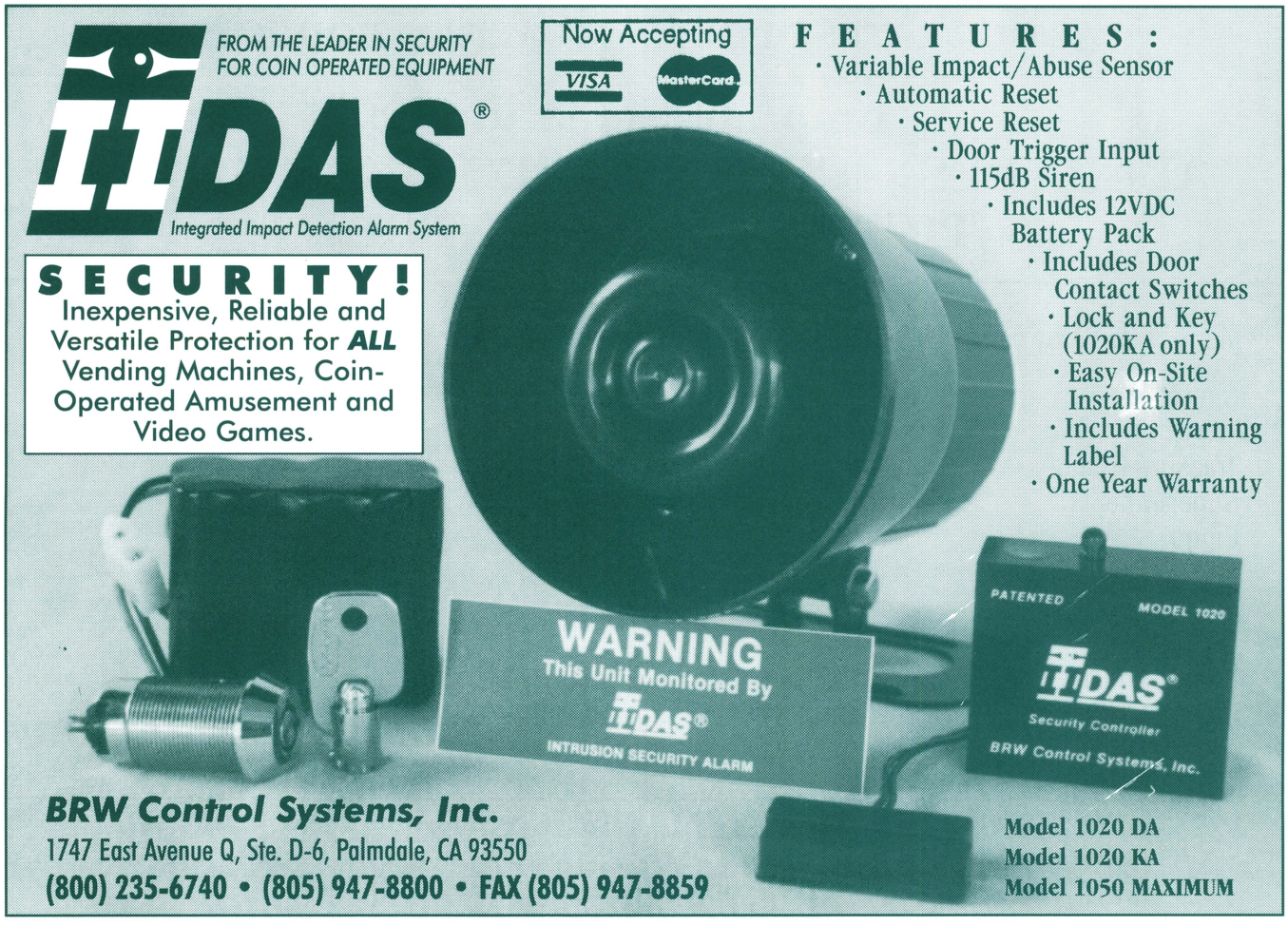
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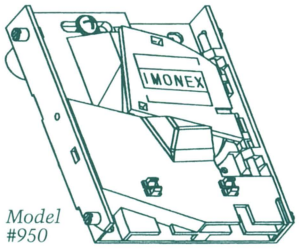

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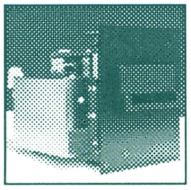

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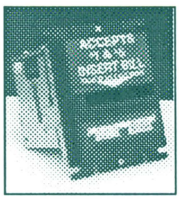

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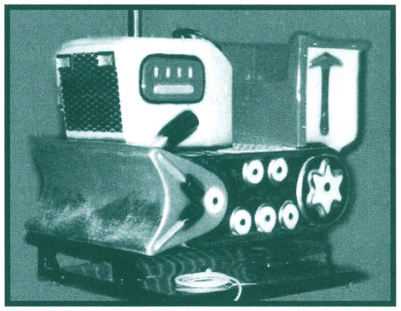

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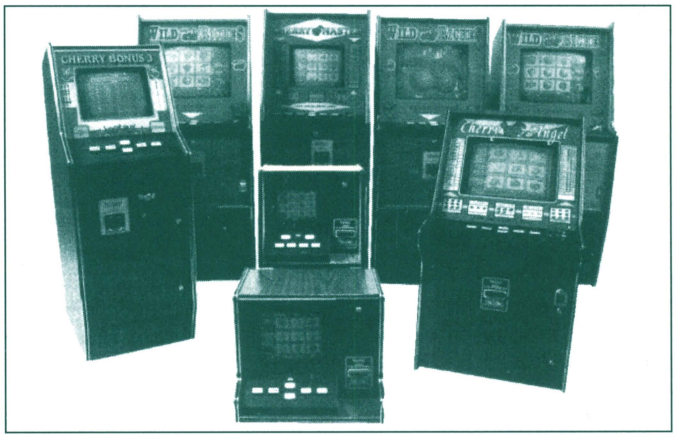

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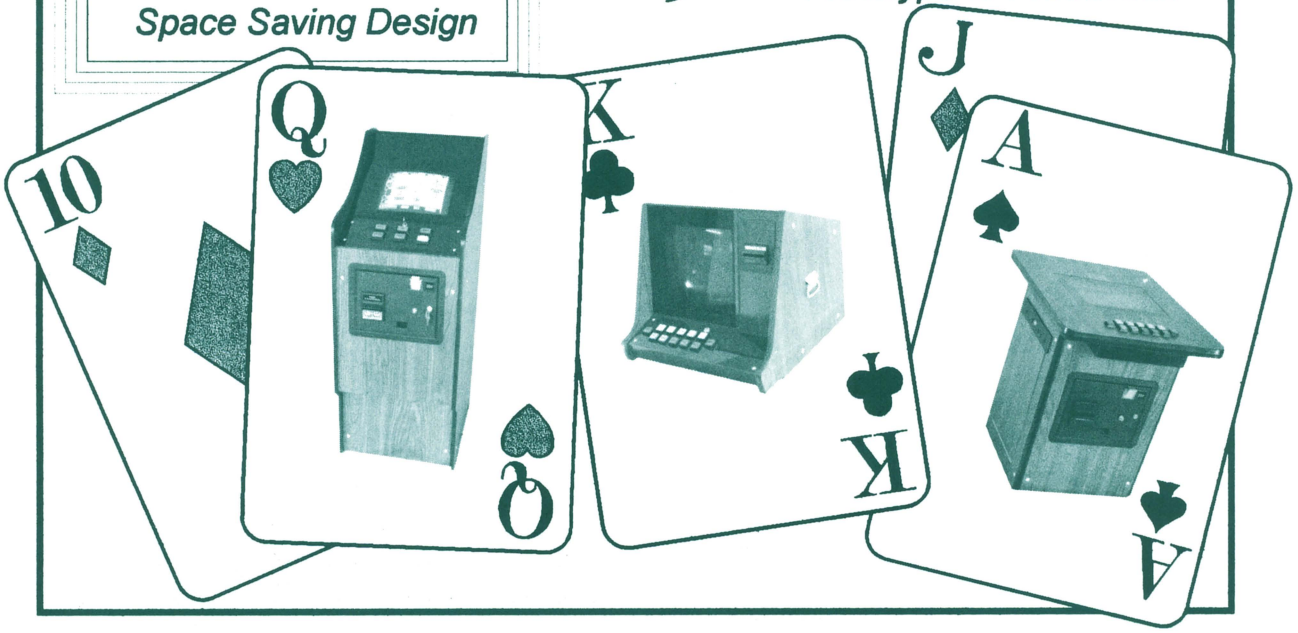

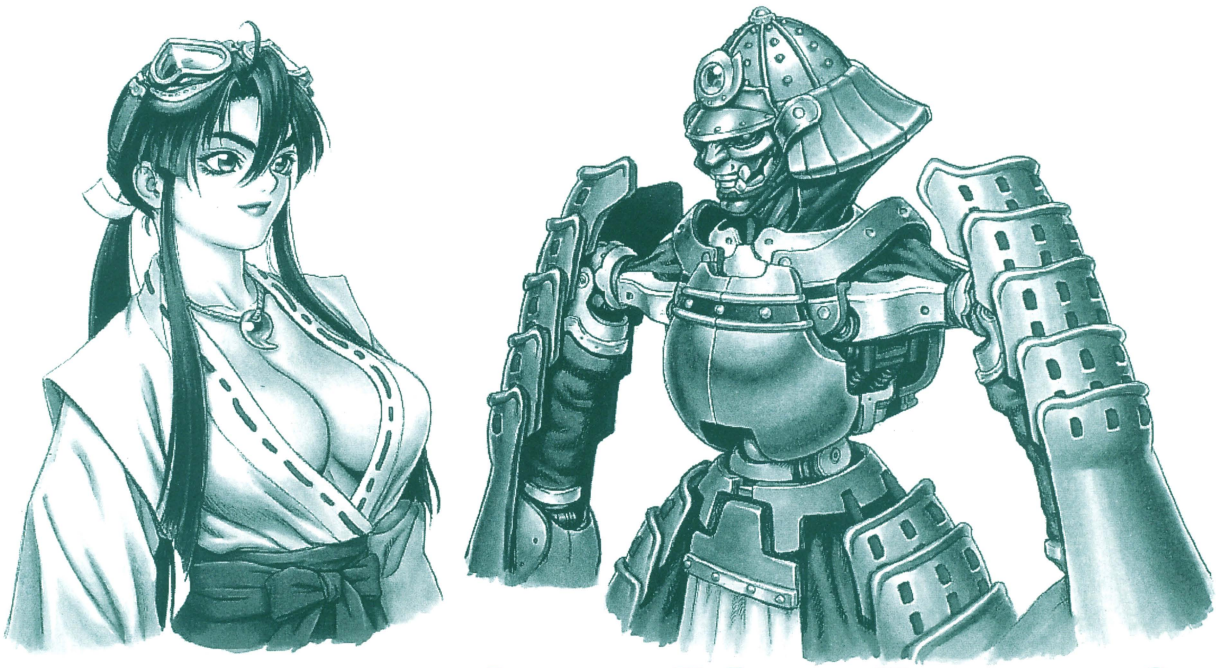

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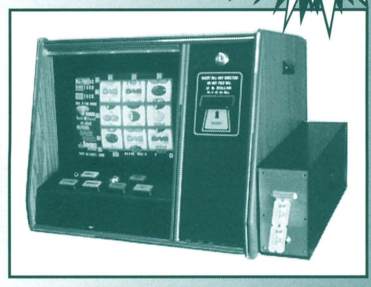

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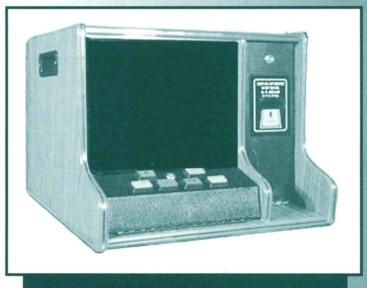

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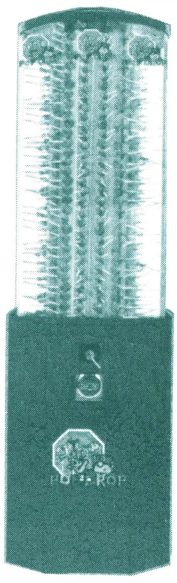

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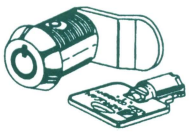

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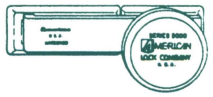

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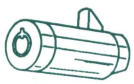

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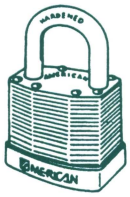

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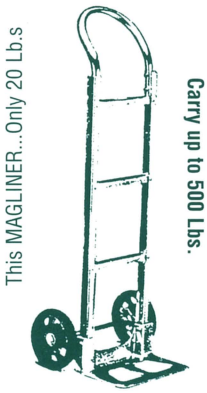

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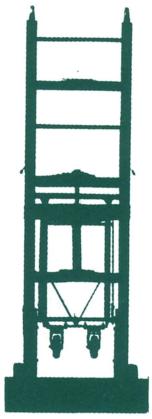

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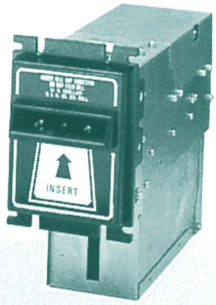

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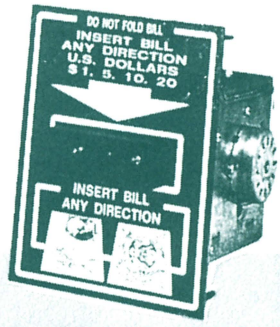

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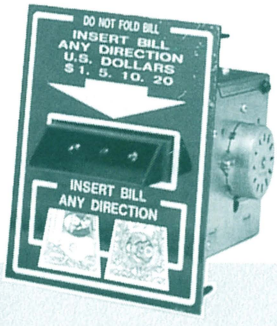

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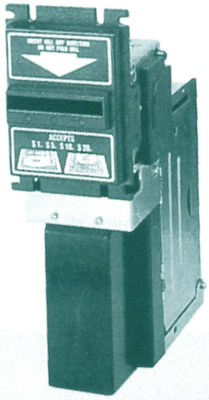

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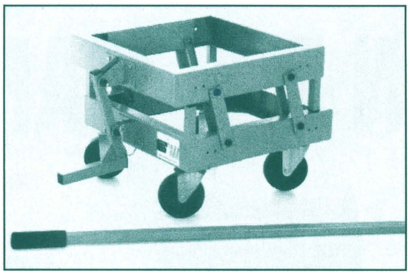

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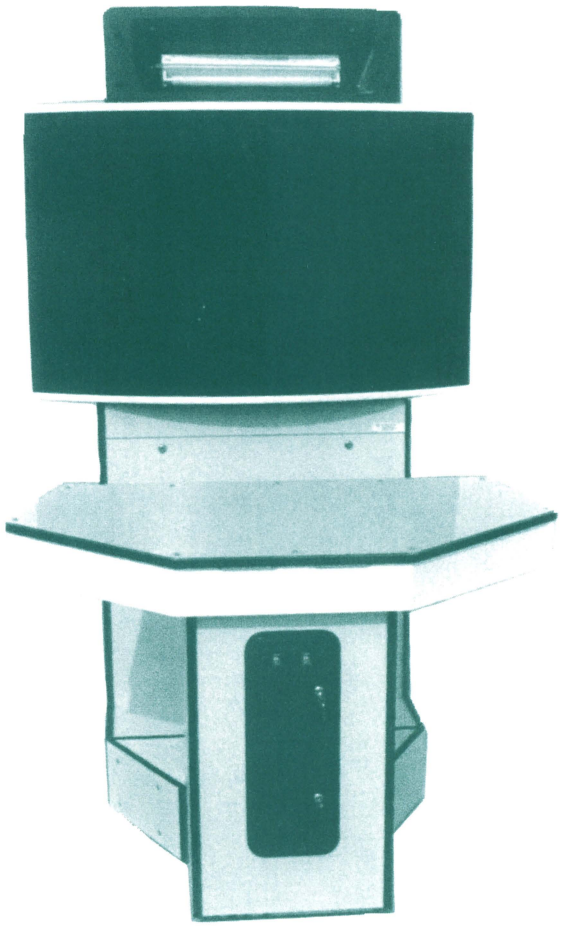

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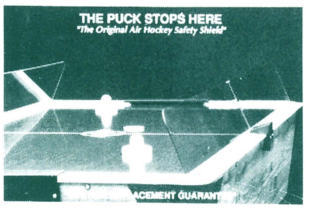

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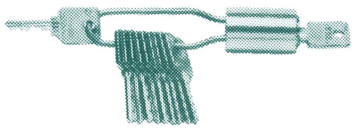

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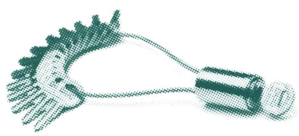

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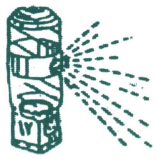

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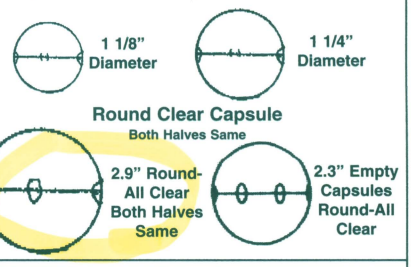

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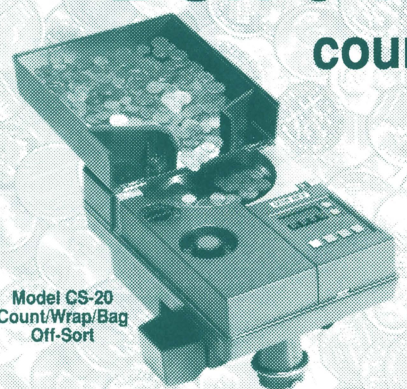

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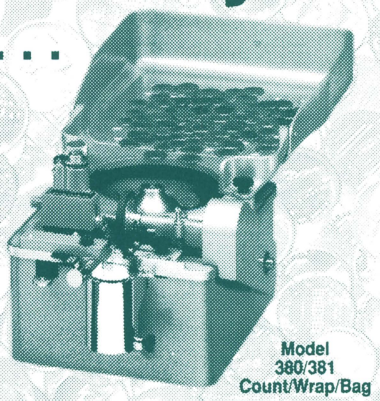

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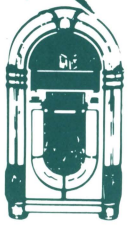

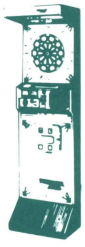

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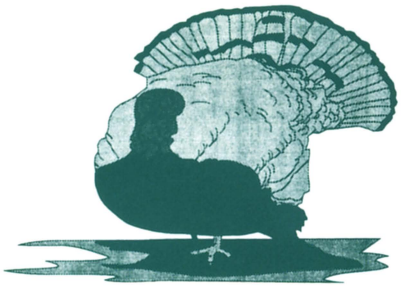

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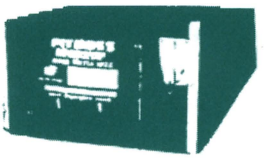

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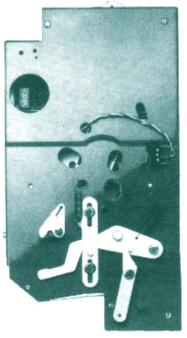

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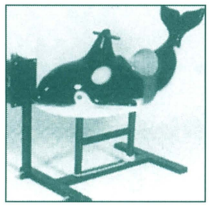

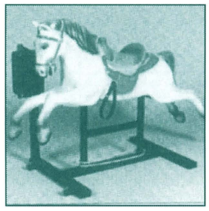
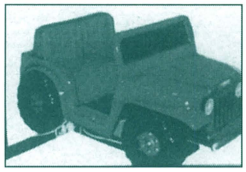

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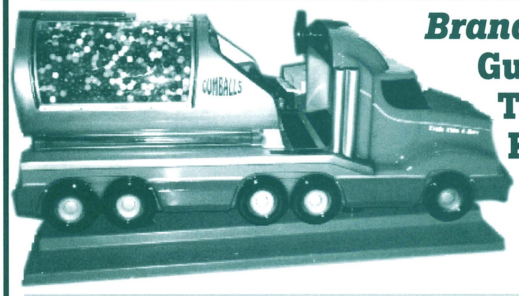

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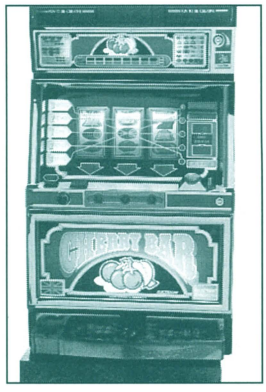

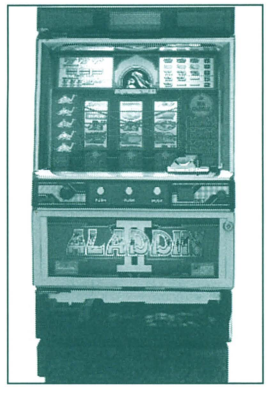

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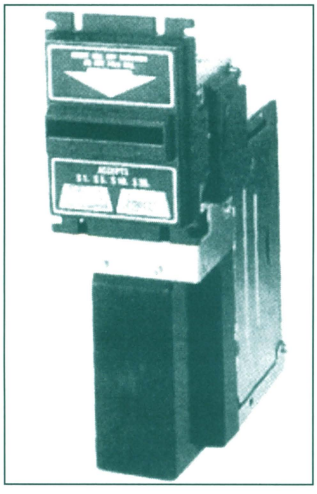

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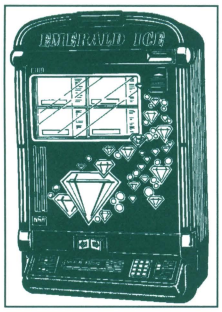

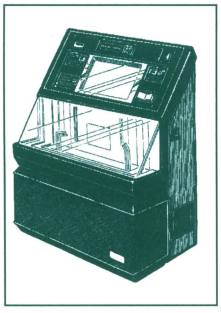

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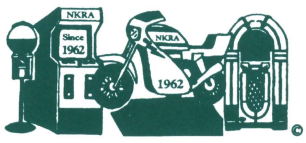

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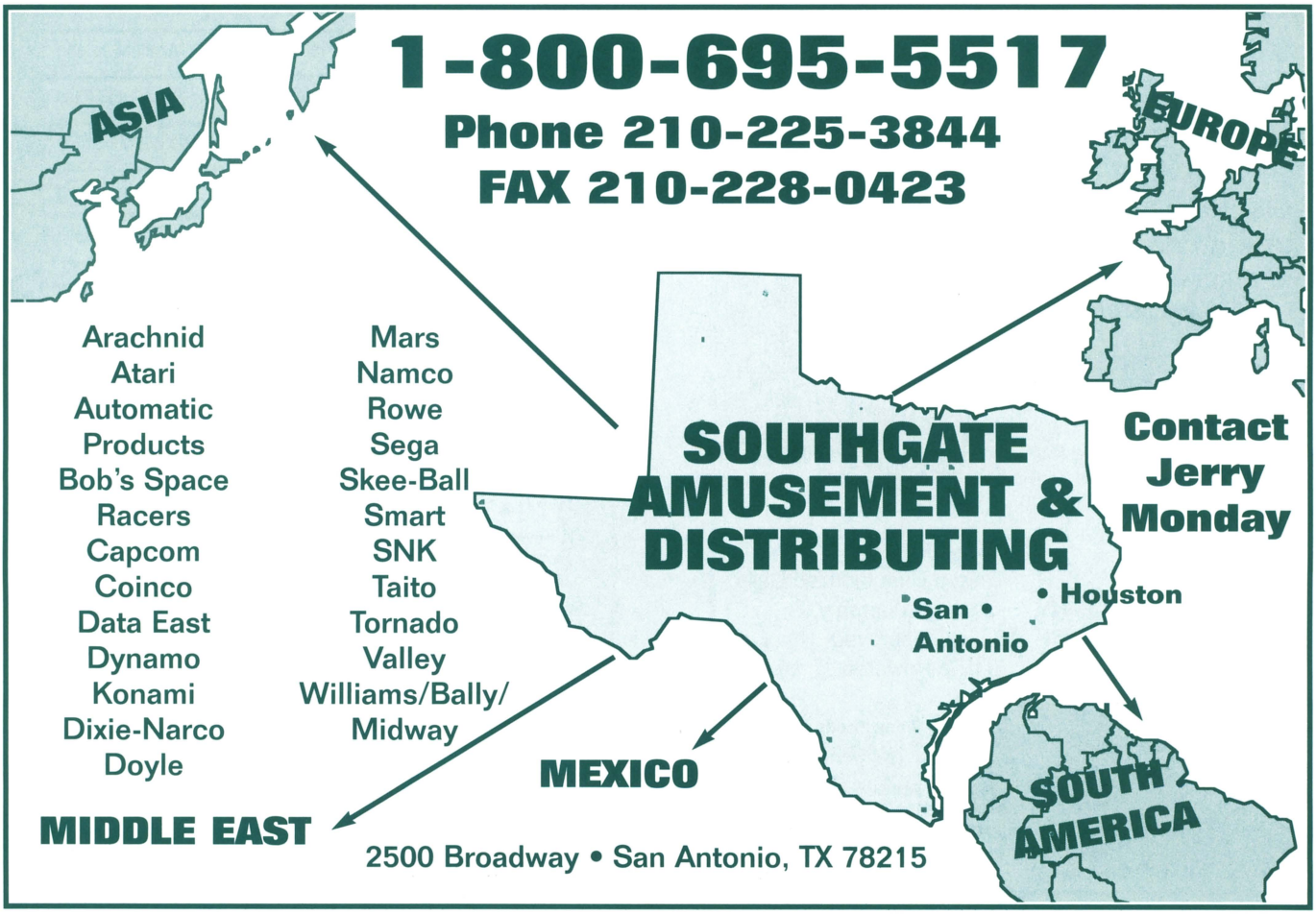

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	3	1	"Tu Eterno Enamorado"	Banda Maguey
	4	--	"Palabra De"	Banda Machos
	5	3	"Mundo De Amor"	Los Tucanes De Tijuana
	6	5	"Y Sus Canciones"	Vicente Fernandez
	7	--	"Nuestro Aniversario"	Sonora Santanera
	8	--	"Grupos Padrisimos"	Compilation
	9	--	"Corridos Bravos"	Los Caminantes
	10	--	"Orgullo Rancero"	Ezequiel Pena
TROPICAL/SALSA	1	10	"Fresco"	Jerry Rivera
	2	--	"Various Artists"	Merengue En Calle 8 '96
	3	--	"Destino"	Rey Ruiz
	4	--	"Salsa En La Calle 8 '96"	Compilation
	5	--	"Sopita De Pescado"	Banda Blanca
	6	2	"Pies Descalzos"	Shakira
	7	--	"Esclava De Tu Piel"	Azucar Moreno
	8	3	"Por Derecho Propio"	Tito Rojas
	9	--	"P' Aqui Y Pa' Llevar"	Los Sabrosos Del Merengue
	10	--	"Super Exitos"	Sonora Dinamita
POP	1	1	"En Pleno Vuelo"	Marco Antonio Solis
	2	2	"Macarena Mix"	Compilation
	3	--	"Vivencias"	Ana Gabriel
	4	3	"Enrique Iglesias"	Enrique Iglesias
	5	5	"Nada Es Igual"	Luis Miguel
	6	--	"Dreaming of You"	Selena
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Leisurexpo '97, Orange County Convention Center, Orlando, Fla. Contact Al Barry, (305)448-7976; fax (305)448-4630.

January 25-26

Orlando Collectors Expo, Orlando Fairgrounds, Orlando, Fla. Contact Chip Nofal, (904)928-0666 phone and fax.

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